

Mepps®

FISHING GUIDE

1988



50
Years

Mepps Celebrates 50 Years



Welcome to the 1988 Mepps Fishing Guide.

This is a proud year for the world of Mepps! The French spinner from Paris that rose from relative obscurity to become the world's #1 fishing lure, turns 50 this year. Not many lure companies ever see a 25 year anniversary, so 50 is truly an unusual occurrence and a testimonial to the great fish catching qualities of Mepps, the world's #1 lure.

I'm T. Layton "Shep" Shepherd, the Mepps Man, and — next to catching fish — there's nothing that gives me more pleasure than taking a minute or two to talk about the world of Mepps with a fellow angler. Our history is an interesting one, and I'd like to share it with you.

The Mepps Aglia (Latin for butterfly) was invented by French fisherman, Andre Meulnart, in 1938. He called his company Mepps, a French acronym which in English means "Manufacturer of Precision Equipment for Sport Fishing."

The first Mepps spinners appeared in the United States when they were brought back by GI's returning from World War II. In the early 1950's, Antigo sport shop owner, Todd Sheldon, began selling the Aglia to local fishermen. In 1955, Todd signed a distribution agreement with the Mepps company in France. A few years later, Sheldons', Inc., was formed. After nearly two decades of steady growth in the United States, Sheldons', Inc., purchased the Mepps company in France in 1973 and began distribution worldwide.

Today, any fisherman worth his salt knows what a French spinner is, and Mepps is still recognized as not only the original, but the best spinner ever made.

Yet, Todd Sheldon was not all that impressed with the unappealing looking little French lures the GI handed him in the late 1940's. In fact, as Todd would say, "They laid in the bottom of my tackle box for two years before I decided (continued on page 43)

What's New?



Mepps entered the spinner bait market with a bang last year introducing its 3/8 ounce Bass Killer. Now, it's also available in both 1/4 and 1/8 ounce sizes, and with a willow-leaf blade. This proven fish catcher is destined to become one of the hottest Mepps ever.

Crappie fishermen will add to their stringer with Mepps new Crappie Kit. This 50th anniversary kit contains five proven Mepps spinners, each representing a decade of Mepps fish catching growth. The sixth compartment in Shep's Crappie Kit contains 12 Mister Twister tails in proven fish attracting colors. Mepps, for 1988, takes the guesswork out of Crappie fishing.

Another kit introduced by Mepps this year is the Special Angler's Kit, programmed for the handicapped fisherman. The kit contains six weedless, single hook Mepps Combos, complete with Mister Twister tails. For more information on the Mepps Special Angler's Kit, see page 36.

Mepps Giant Killer, the bait that introduced the bucktail to Musky fishermen, is now available in three, hot new colors. So hot, we've named them: hot chartreuse, hot orange and hot white. All the Mepps Giant Killers can be found on pages 30-31.

Cover information — Mike Sheldon, general manager of Sheldons', Inc., and his son, Michael, proudly display two dandy north Wisconsin Smallmouth Bass. Both were taken on Mepps new spinner bait, the "Bass Killer." Mepps added two new sizes (1/8 & 1/4 ounce) to its Bass Killer line this year. All of Mepps Bass Killers are featured on pages 24 and 25 of the Guide.

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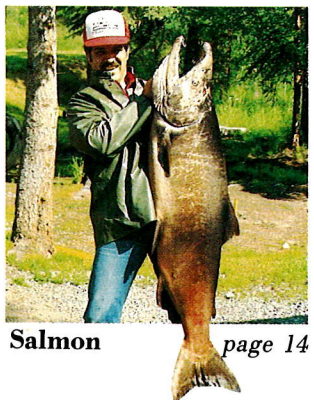
Panfish page 4



Bass page 8



Walleye page 12



Salmon page 14

CONTENTS

- 4** **SUCCESSFUL PANFISHING** by John Phillips
"Rigging these two spinners weedless means there's not a brush top, logjam or stump where Mr. Mepps can't knock on Mr. Crappie's door."
- 6** **MONSTER MUSKY METHODS** by the Mepps staff
"Fall is the time to fish for monster Musky...bucktails are the key."
- 8** **SPINNER BAIT TACTICS** by Kathy Magers
"...add large trailers to your Bass Killers in the spring so they will have more buoyancy and bulk to trigger explosive hits from trophy Bass."
- 10** **TROUT STREAM SPINNER TRICKS** by T. Layton "Shep" Shepherd
"As the season progresses, Trout tend to move to different areas of the stream...they will move into rapids and particularly into deep holes at the foot of a rapids."
- 12** **SPINNERS & SPOONS FOR WALLEYE & PIKE** by T. Layton "Shep" Shepherd
"...even though the Walleye and Northern are so different, they inhabit the same waters, and a good selection of Mepps is all that's needed to fill your stringer."
- 14** **TROLLING TACTICS FOR BIG SALMON** by Tom Huggler
"Syclops are big Salmon Killers, indeed. Hefty enough for flatline trolling, slow enough wobbling action for bumping bottom, yet speed tolerant to mate with plugs and other offerings."
- 16** **WORLDWIDE FISHING TIPS** by Jan Eggers
"...the best way to show anglers how to fish a lure is by demonstrating not only how to fish it right, but how to fish it wrong."

SPECIAL FEATURES

- Special Angler's Kit Available.....36
- Bass Killer Secrets by M. Wisniewski..38
- Matching The Hatch.....38
- Spinning For Stream Steelies.....39
- Mepps Takes To The Sea.....40
- Wallop-Breaux Threat Seen.....40
- From The Mepps Art Gallery.....42
- Filleting Fish Effortlessly.....43
- Sports Afield Awards Program....44-45
- Mepps Angler Awards.....46
- Squirrel Tail Information.....back cover

Product Index

Mepps Quality Features	18
Aglia	
Plain.....	18
Dressed.....	18
Aglia Long	
Plain.....	20
Mino.....	20
Dressed.....	20
Bass Killer	
Bucktail.....	24
Living Rubber.....	25
Black Fury	
Plain.....	21
Combo.....	21
Dressed.....	21
Bucktails	
Natural & Dyed.....	34
Combo Paks	32
Comet	
Dressed.....	19
Mino.....	19
Teazer.....	19
Combo.....	19
Double Cross	
Plain.....	26
Dressed.....	26
Combo.....	26
Dressed Hooks	34
Econo•Kits	32
Fishin' Paks	33
Giant Killer	
Plain.....	30-31
Dressed.....	30-31
Tandem.....	30-31
Mino.....	30-31
Giant Lusox	
Plain.....	30
Dressed.....	30-31
Killer Kits	32-33
Lightnin	
Plain.....	23
Dressed.....	23
Lusox	
Plain.....	27
Combo.....	27
Dressed.....	27
Minos	35
Musky Killer	
Dressed.....	30-31
Tandem.....	30
Plain Hooks	35
Single Hook Mepps	
Aglia Long, Dressed.....	23
Comet, Plain.....	23
Comet, Dressed.....	23
Lusox, Plain.....	27
Spinner Paks	33
Spoons	29
Striper Killers	29
Syclops	
Plain.....	28
Teazer.....	28
Combo.....	28
Teazer Tails	35
Ultra Lites	
Comet.....	22
Black Fury.....	22
Aglia.....	22
Aglia Long.....	22



Photo by John Phillips.

Young John Pellica and his dad, Rick, of Montclair, NJ, are rightfully proud of John's dandy Black Crappie he caught while fishing the 1987 Crappiethon U.S.A. Classic.

*"A little boy is fishing
With a fresh-cut pole,
And he's got me wishing
For his fishing hole."*

...David McCord

by John Phillips

Successful Panfishing

John Phillips, Fairfield, AL, is a freelance writer, photographer, lecturer and book author. In addition to many other credits, he is the senior editor of Crappie World magazine. Also, he's a member of the Outdoor Writers of America and the Southeastern Outdoor Press Association.

Webster's Dictionary describes Panfish as any small fish that can be fried whole in a pan, which means that many varieties of fish can be considered Panfish. And an angler with the correct equipment can catch plenty of fish in even a small fishing hole. But let's narrow the category of Panfish to Sunfish,

Bluegill or Bream, Perch, small Bass and Crappie to learn some better ways to catch these fish.

Productive areas for taking Panfish include streams and creeks, as well as lakes and reservoirs. Because small waters are rarely fished, they may hold good concentrations of Sunfish and small Bass. Two favorite lures for stream anglers are the #0 Mepps Aglia and Mepps Lightnin, small spinners that give off a lot of flash to call Panfish to them. Many sportsmen fish ultralight tackle with two to four pound test

line on a spinning reel with #0 Mepps Lightnin and #00 or #0 Mepps Aglia behind current breaks such as large boulders, logs, islands and/or eddy holes where the water swirls around a point and creates dead water on the back side of the point. Casting these small spinners into the eddy water and running them just under the surface will make a Panfish attack.

But allow the spinner to fall closer to the bottom, and reel it much slower to attract fish that are holding deeper. Also casting parallel to a grass or weed line and retrieving the spinner about six inches out from the weeds often will call Panfish to the lure.

BREAM

If you're fishing large reservoirs for Bluegills, look for those fish to be bedding in the summer time in the backs of coves and pockets. Most anglers cast to the bank and retrieve the spinners to the deeper water — a tactic that will produce Bluegills. However, many times the bigger Bluegills will be holding in deeper water. So if you want to catch more and bigger Bream, cast away from the bank, let the spinner fall and retrieve the lure close to the bottom.

Usually when a Bluegill's hooked, it'll head

for deep water, which disturbs the other Bream on their beds. So after a sportsman catches two or three shallow water Bream, the other Bluegills will quit biting. However, if you take the Bream that are furthest away from the bank and in the deepest water first, they won't disturb any other Bream beds in their flight as they run to deeper water. Therefore, catch the deep water Bream first, and continue to fish closer and closer to the shore until you've taken all the Bream you want to catch.

The Redeared Sunfish, often nicknamed the Shellcracker, can be caught near reeds or bullrushes or on rocky points. Primarily a deeper water fish than the Bluegill, the Redeared Sunfish often may be holding close to some type of water vegetation. Although Shellcrackers will hit either the Mepps Lightnin spinner or the #0 Mepps Aglia spinner, you may catch more Shellcracker Bream with a Mepps Black Fury with a small black grub trailer. Because this lure is a bigger bait than a worm or cricket, you'll catch larger Shellcrackers when using this particular spinner. In fact, for a long time the world record for Shellcrackers, four pounds eight ounces, was held by Mepps.

To fish the Mepps Black Fury, let the spinner fall to the bottom and retrieve it slowly. When the Shelleracker strikes the lure, don't set the hook instantly. The Bream needs to suck the plastic grub trailer into its mouth before you set the hook. By giving the bait to the fish for a half-second, you'll increase the number of big Shellerackers you catch.

When angling farm ponds for Bream, one of the quickest ways to locate a Bream bed is to paddle all the way around the pond casting a little Mepps Aglia toward the bank. In a short time, a fisherman will be able to pinpoint each Bream bed in the pond, because of the number of strikes he'll receive where the fish are bedding. After finding the beds, then the angler can return and utilize the technique described earlier of fishing for deep water Bream first, and then the shallow water Bream to catch a mess of Panfish.

CRAPPIE

Crappie fishing is growing in popularity throughout the country. Hundreds of Crappie tournaments are being held nationwide, and many tagged Crappie tournaments are generating thousands of dollars for lucky sportsmen each spring. And when Crappie hit the banks, using Mepps spinners will pay dividends. The Mepps #1 Comet, #0 Black Fury and #0 Comet are three of the best Crappie catching baits you can purchase. By casting to the bank and using a slow retrieve, anglers can take shallow water Papermouths.

One of the advantages of fishing the #0 Black Fury and #1 Comet is that by placing a small wiggle-tail Mister Twister on the Keeper worm hook, the little grub can then be embedded in the hook and the point of the hook left in the grub so that the bait becomes weedless. Now the Crappie fisherman has a miniature spinner bait that can be worked through the heavy cover where the Crappie are holding without hanging up in the cover. When the Crappie takes the spinner, the angler can set the hook and catch the fish. Rigging these two spinners weedless means there's not a brush top, logjam, or stump where Mr. Mepps can't knock on Mr. Crappie's door.

Pre-spawn Crappie will congregate at the mouths of creeks and hold there until the water temperature warms up enough for them to move into the shallows. By utilizing a depth finder, anglers can locate these suspended fish, cast Mepps spinners to them and catch the fish.

Trolling for Crappie also is a sport that has been growing in popularity. And Mepps spinners work as trolling baits. Depending on the depth where the fish are holding, either #0 or #1 Comets can be trolled slowly on two pound test line right into a school of Crappie. Even the lighter spinners like the Mepps Lightnin or #0 Aglia can be trolled through a school of deep, suspended Crappie by adding a piece of lead shot 18 inches up the line.

As Crappie leave the mouths of creeks and move upstream to spawn, often they will hold on bridge pilings before swimming into the shallow water. Then the Mepps Lightnin is a deadly lure when fished right beside the pilings, because the metal flaking on the Lightnin spin-

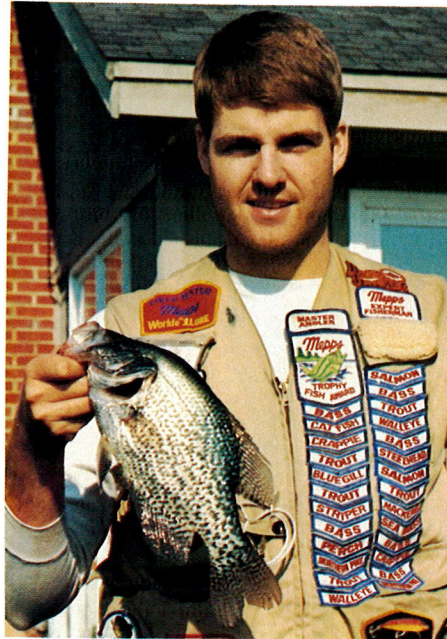
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Rick Jansen, Hibbing, MN, proudly shows a dandy stringer of Mepps caught Crappies.



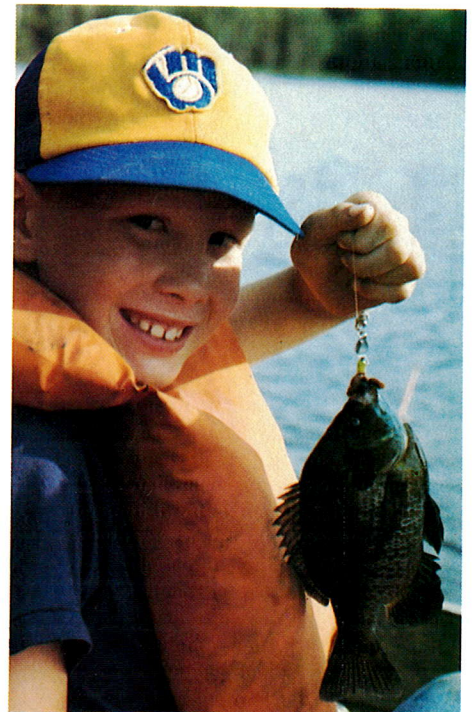
A #0 chartreuse Lightnin was the undoing of this dandy one pound five ounce Yellow Perch caught by Dean Marino, Harrison, NY.



Mepps Expert Fisherman and Field Tester, Todd Plath, Kenosha, WI, with a two pound three ounce Black Crappie taken on a #2 Comet Combo.



Wayne Morey, Sr., Benton, ME, is obviously happy with the two pound 14 ounce White Perch that nailed his #1 Comet Mino. The fish was recognized by the state of Maine as a new state record.



Bobby Mold, Waukesha, WI, smiles happily as he exhibits his one pound Bluegill.



Jigging small Mepps through the ice can be very effective for Panfish as Mepps Field Tester Greg Clusiau, Nashwauk, MN, proves here.

MONSTER MUSKY METHODS

by the Mepps staff

Lunker Muskies are hard to come by and even small, legal fish seldom come easy. They require hard work and a little luck. A real trophy is 30 pounds and up, and one of the best times to catch one is when they're actually feeding. Muskies are active throughout the year and most are caught May through August. However, big fish really feed heavily in the fall, right up to freeze-up. Late fall can mean cold weather and uncomfortable conditions on northern waters, and this can mean tough fishing. Those who don't have Musky fever have long ago stowed their fishin' gear; they spend their fall weekends watching football. The hardy, dyed-in-the-wool Musky fishermen are out there working hard and they often produce real trophies for their efforts.

Statistics show a definite reduction in the

number of fish caught in the fall; but, remember, there is very little fishing pressure. However, the actual number of large fish caught is much, much higher in proportion to the number of fishermen. These ideas will work anytime of the year. Try them and your success will improve.

Not every fall day is cold and miserable. There are always some warm ones mixed in. Those days with consecutive warm weather patterns are best. If cloud cover is present, all the better. Add a light mist to the above and conditions are perfect.

To find fall Musky, find their food. Big Muskies follow prey fish such as Suckers, Walleyes, Perch — and in big, deep lakes — Ciscos. Locate these forage fish and there will be Musky present. Suckers prefer cold water

with lots of oxygen. They can be found in areas of moving water such as creek entrances and deep regions of lakes that have high oxygen counts at these depths.

Perch and Walleye will seek warmer water in the fall while searching for small baitfish. A temperature rise of only a few degrees can make a big difference.

Cast shallow northern shores of lakes with Mepps Musky Killers. These areas receive maximum warming of the sun, even on cloudy days. Retrieve slowly and work around exposed cover like boulders and deadheads.

Deep, clear northern lakes often have a Cisco population. When they are making their late fall spawning runs, Ciscos will only stay in the shallows during hours of dim light. Early and late fishing is best on lakes with a Cisco run in progress. Use silver Giant Killers and #3 Mepps Syclops.

Muskies are unpredictable and strike anytime, but they feed heaviest in the early morning and evening. Their intense fall feeding pattern can improve your chances of action if you fish right.

Plot likely spots on lake maps. Look for shallow northern bays; they warm up quickly. Other excellent structure includes: deep, gradual drop-offs of sand or rock where fish can

Shep,

"I have been very pleased with the Mepps I have used in my Musky guiding business."

"Lunker" Lou Eich
Appleton, WI

MEPPS TIP

When using Split Shot sinkers, always check for sharp burrs or edges. Filing these smooth will prevent line damage.

Jeff Karpinski
Kewaskum, WI



be found at a variety of depths. Drift these areas with a flasher or graph and watch for concentrations of forage or large fish. Also fish large weed beds with healthy weeds. The edges are usually best during the fall. Unhealthy weeds indicate decay which means low oxygen levels and a lack of Musky attracting food fish.

Other favorite areas are large, flat top reefs leveling off at 10 to 20 feet, and dropping to 30 feet or better. These spots often go unnoticed or are overlooked because they are difficult to fish. Cast to the edges for suspended fish and then work toward the center. A Mepps Giant Lusox will get down in these areas, but Giant Killers in single or tandem hook models will work well in the 10 to 15 foot depth range where big fish often suspend. Count them down, take

Doug Lenicheck, Wauwatosa, WI, is understandably pleased with his 31 pound catch. The Ontario giant fell to a silver Mepps Musky Killer with a black bucktail.



up slack and start the blade turning with a sharp jerk and maintain a steady retrieve speed. In cold temperatures, a slower retrieve is usually best. Big fish will come a long way to hit a properly retrieved Mepps in clear, cold water conditions.

Weed bed edges are fished best with the tandem Musky Killer. Its running depth can be varied and maintained quite easily by reel speed and rod position. A high rod tip will keep the spinner up, while a low tip, held close to the water, will allow your Mepps to run deeper. Hold your spinner up over the top of the weeds and drop it as you pass the edge. The 3/8 ounce tandem Bass Killer works especially well for this because the blades will keep the lure up.

Another trick used by experienced Mepps men is breaking the surface while retrieving. With a little practice and a high rod tip, any large Mepps can be retrieved so the blade just breaks the surface of the water, creating a tantalizing wake and enticing sound as the blade "klinks" occasionally against the body. While most fishermen think of surface fishing as a summer technique, calm fall evenings can produce some real action.

Muskies are known for their hair raising follows. A "follow" makes weak soup, but puts excitement in the day. The best way of dealing with a follow is the "figure 8." At the end of your retrieve, keep the blade spinning and move your Mepps back and forth in a "figure 8" motion. Never remove your bait from the water until you begin your backcast. Do this religiously and a Musky will seldom catch you off guard.

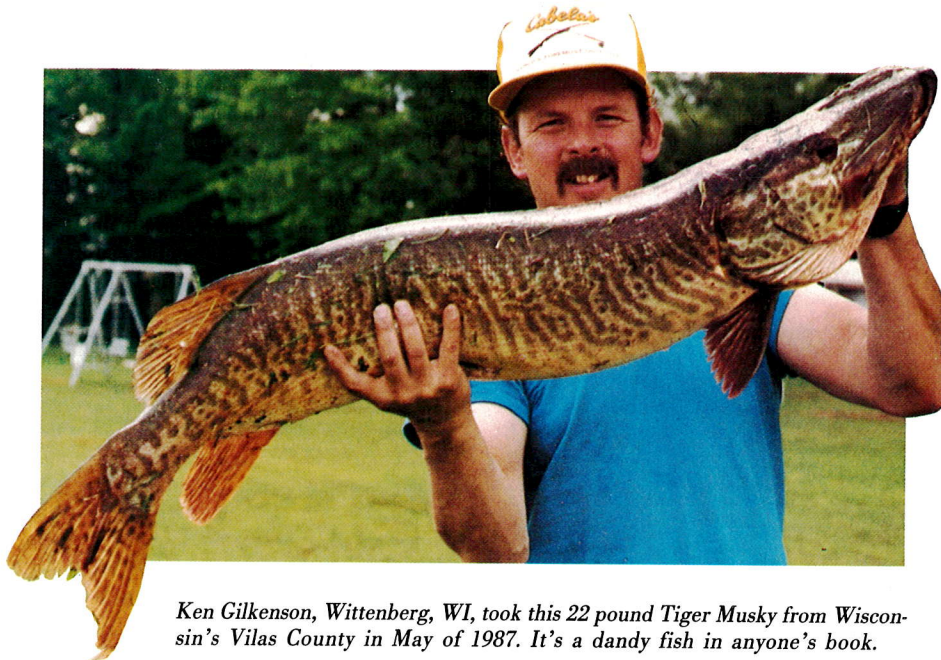
Another method of dealing with following fish is keeping an extra rod or two rigged with different styles and colors of Mepps. If an aggressive fish charges without hitting, watch which direction it swims away and throw a different Mepps in that vicinity. This will often produce a strike. Remember the spot if you do not catch the fish. Wait awhile and come back. Try approaching from a different direction and your chances for a hookup are great.

When fishing with a buddy, try crossing lines on your casts. Following fish will often switch or change directions and hit the second bait.

Lure color is often a matter of personal choice. Some colors work best on certain lakes and different colors on others. Dark water has low visibility, so bright or shiny Mepps are often preferred. Bright days on dark water often call for bright blades, but remember, dark blades are less likely to spook fish in gin clear water.

Trophy Musky are either smart or lucky. The smart ones are particular and the lucky ones have lived in areas not often fished. Sometimes these special areas with low fishing pressure go unnoticed by many fishermen. When you find special spots, keep them to yourself and try them often. Don't waste time in marginal areas as the high percentage spots will produce the most action per hour of fishing. If a fish is caught or follows, return to the spot every time you fish the lake. There's a good reason why Muskies are in the area.

Practice catch-and-release. Handle fish carefully so they are not injured. The real fun is in the catching, not the killing. If it's not "going on the wall," let it go. The feeling will be a good and lasting one.



Ken Gilkenson, Wittenberg, WI, took this 22 pound Tiger Musky from Wisconsin's Vilas County in May of 1987. It's a dandy fish in anyone's book.



Allen Stade (top) and Joe Arends (bottom) both of Fargo, ND, used Mepps Musky Killers to nail their catch. Allen's 45 inch catch tipped the scales at 21 pounds 13 ounces, while Joe's fish weighed in at 36 pounds 13 ounces.



Spinner Bait Tactics

by Kathy Magers



Kathy Magers is a Mepps Pro Staffer and a Classic Champion of the Texas Bass Association.

Ever notice how quickly tackle boxes seem to multiply? First, there's one, then another and before long, they seem to be breeding in the storage room! Of course, we have to keep all the various lures organized or we'd spend half our time searching for that one, certain lure. But, for the

sake of simplifying tackle turmoil, wouldn't it be great if there was one lure which could take the place of all the others; a very special and versatile lure which could be worked from top to bottom, vertically or horizontally, fast or slow, and in all weather conditions the year round?

Well, there is such a lure. It's called a spinner bait! While it may be unrealistic to imagine the majority of Bass fishermen giving up every other lure they possess and relying solely upon a spinner bait, most professional tournament anglers and guides (who depend on catching Bass to make a living) would probably choose the spinner bait if forced to pick one lure style

over all the others. Why? Versatility. What other lure is as adaptable to the many varied fishing conditions we face?

It can be crawled along the bottom very slowly, worked rapidly across the surface or retrieved at any depth and speed desired. Mepps has provided us with several styles and sizes of their Bass Killer spinner baits to give us more choices when "fine tuning" our Bassin' tactics. It's this fine tuning that can mean the difference in an ordinary fishing trip and the trip you'll never forget.

Aside from versatility, two other factors make spinner baits productive. First, they are a "reflex action lure" and entice vicious hits for reasons other than hunger: like anger, curiosity, competition, ignorance and protective or killer instincts. It matters not that Bass aren't hungry when fishing a Bass Killer. All of these reasons have earned spinner baits the title "Number One Confidence Lure." And, believe me, if you don't have confidence in the lure you're throwing, you may as well take up gardening.

What are the proven tactics for catching numbers of Bass, and especially the big ones? First, look for shallow (feeding) areas with lots of cover (for Bass to hide in) situated near deep water such as a passing creek, river, etc. (which Bass use as travel routes). *Example:* A long extended point may well hold fish, but the same point with a boathouse, moss or weed bed and having a creek nearby will almost certainly hold the larger fish.

Assuming you've located a few good looking areas, the next step is "choosing your weapon." The many styles, sizes and colors available can quickly confuse beginners. First, choose the proper size. Keep in mind that a spinner bait is effective because it puts out flash and vibration. Not only can a Bass see the passing lure, he can also "feel" it when it's out of sight. When water clarity and light penetration are good, use a smaller Bass Killer such as the 1/8 ounce size. As conditions worsen, you'll want to make more noise and vibration, so use the 1/4 or 3/8 ounce lure. *Example:* Clear, sunny days in clear, calm waters, when Bass spook easily, use the smaller Bass Killer. Cloudy skies, windy days with murky/muddy water, use the larger ones.

Bass Killers come in three blade styles: willow-leaf; the unique Mepps single adjustable blade Bass Killer; and the tandem Bass Killer.

What's the difference? A willow-leaf spinner bait produces more vibration and falls quicker. Use it when fishing the lure as a drop bait, or in deep or off-colored water. Here, the Bass can't see well and will home in on the vibration. In addition, the willow-leaf Bass Killer is especially effective in very heavy cover. The large blade, even without an attached trailer to the Bass Killer's Mister Twister Keeper hook, helps make this bait virtually weedless. It's also an ideal choice when fishing lily pads or heavy



Curt Dills (left) and his ten year old son, Mike, are understandably proud of the dandy California Largemouth Mike took on a Mepps Bass Killer.

bottom grasses.

The adjustable blade Bass Killer is unique. It incorporates the best features of the willow-leaf and tandem Bass Killers in one lure. Hinged in the middle, the blade can be opened to run shallow, or closed to run deep. This eliminates the need to change lures.

The tandem blade Bass Killer rides higher in the water and creates less vibration. Use it when fishing shallow, over vegetation or brush tops.

Another decision you'll need to make is color. The basic rule of thumb is: the darker the sky and water, the darker the lure. This applies to both skirt and blade colors. Silver blades are considered light, with gold and copper being the darker colors. White skirts with silver blades are great in clear water on bright sunny days, but as the sky becomes cloudy and the water darkens (less light penetration or muddies up) then use more color such as chartreuse skirt with copper blades. So what if the sky is partly cloudy and the water only stained? Mix the colors! Use chartreuse and white skirt with a silver/gold blade. This is another area the adjustable blade Bass Killer comes in handy. It's available with solid colored blades but comes, too, in a blade which is half silver and half gold.

All Mepps Bass Killers have an exclusive surprise hidden beneath their living rubber or bucktail dressing: the barbed shank of a Mister Twister Keeper hook. This shank makes rigging the bait with Mister Twister tails a real snap. Addition of a trailer — which is nothing more than a "teazer" — is a great idea, especially if the Bass aren't very aggressive. Don't confuse a trailer, usually a soft plastic lure added to the hook, with a trailer hook which is an additional hook placed over the main lure hook. This is a tricky way to increase your chances of hooking those "short hitting" Bass who only nip at the passing lure.

Special Bassin' tactics are necessary during each of the four seasons. During the cold winter months, Bass become so inactive, they almost seem to hibernate. Being cold blooded creatures, they assume the same body temperature as the water surrounding them. Their metabolism rate slows as does their need for food. "Lockjaw" is a term common to winter Bassin'. Slow your retrieves in the winter and when you think it's slow enough, slow down some more! Slow crawl a Bass Killer along the bottom, occasionally stopping it, or hopping it. The tandem blade flutters slowly and is highly productive for deep water winter fishing. After cold fronts, when Bass bury deep into cover, flip the lure vertically into heavy cover. The resulting flash of the falling blade fluttering slowly past is often more than a Bass can tolerate. Hits usually occur during the fall of the lure.

During the spring, the water warms in the shallows first, especially on northern banks which are protected from cold north winds and receive warming southern breezes. Look for shallows near deep water where Bass will likely spawn. Always add large trailers to your Bass Killers in the spring so they will have more buoyancy and bulk to trigger explosive hits from trophy Bass. Should you catch only small male

(continued on page 37)

"The spinner bait truly is the bait for all seasons..."



Five happy anglers show off five dandy Bass, all taken on Mepps. Anderson Wolupeck (upper left), Brazil, took his south-of-the-border Largemouth on a Bass Killer, while David Nick (upper right) of Fond du Lac, WI, caught his three pound seven ounce beauty on an Aglia Long. Wade Mullins (center left) of Lindale, TX, appears quite serious about the 10 pound Largemouth he took on a Lightnin'. Gary Corsi (center right), Antigo, WI, displays the four pound Canadian Smallmouth that inhaled his #3 chartreuse Comet, while Dan Gadwa (lower left) of Farmington Hills, MI, took his four pound eight ounce Smallmouth on a #2 Aglia Long.

Trout Stream Spinner Tricks

by Shep



Photo by Jim Martinsen.

There's nothing like the acrobatics of an angry Rainbow, or the fury of a hooked Brookie, but Trout anglers everywhere will tell you that the pastoral beauty of the Trout stream is as much a part of the sport as playing their catch. For this reason, more and more Trout anglers are practicing catch and release.

Most Trout fishermen, myself included, will claim they Trout fish for reasons other than merely catching Trout. Reasons such as the opportunity to see the streamline beauty of a Trout in its brighter-than-nature colors resting in a sagging landing net. The sound of rushing water and the silence of slow moving water through a cedar swamp are other reasons. Or, it may be the opportunity to see a deer feeding in the river or a mink poking along the shore line. If it's a meal the angler is looking for, a freshly fried batch of pan-size Trout or a freshly grilled lunger is hard to beat.

No matter what your reasons for Trout fishing, the satisfaction is greater when you catch fish. One of my favorite times to fish Trout is during the first month of the season. The days are generally warm, but waters are still cool. Therefore, Trout are active and not that difficult to find. Often, early in the season, Trout are most active during the middle of the day. That means you don't have to be out at the crack of dawn when temperatures may be below freezing. At this time of year, any slow moving water with logs, boulders or some other type of cover is likely water to fish.

A deep, slow pool at the foot of a rapids or fast run is also a place you should zero in on. Generally, don't look for fish to be in fast white water at that time of year. During the early season, I tend to use smaller spinners than I do later. Generally, I go no larger than a size 1. In clear water, I stick to the brightest colors, like silver, rainbo scale or silver glitter. Darker waters call for Black Furys in either yellow dot or fluorescent red. Copper and brass are my favorites for waters that are somewhat off-color, but not real dark.

As the season progresses, Trout tend to move to different areas of the stream. Normally, you won't find them in deep, slow moving water once the water warms up from summer heat. They will move into rapids and particularly into deep holes at the foot of a rapids.

It's important to remember Trout do not stay in the fast current and fight its power. Rather, they will generally lay right behind or sometimes in front of any obstruction that's breaking the current. They will dart into fast water to grab a meal. However, the key is to be able to identify and effectively bring your lure over or close to those pockets where Trout are sheltered from the relentless current.

During the summer months, the best time to catch fish is the first hour or two following the crack of dawn. However, the most important factor for successful summer Trout fishing is rainfall. A heavy rainfall raises the level of a stream, darkens water color and puts Trout on the feed. Especially big Trout. Because the water becomes murky, it also tends to make the fish less spooky. I like to use larger spinners during these conditions. Often, I will use a size 2 and even a size 3. Copper and gold blade colors are the best producers under these circumstances. I like the old reliable Mepps Aglia for its flash and vibration. Aglia Longs can also be effective, as are Black Furys.

One of my other favorites under these conditions, and most any other Trout fishing conditions, is the small size 00 Mepps Syclops. It has become one of my most consistent pro-

ducers. After a heavy rain, fish begin gorging themselves. This condition can last for a short time or several days. Trout will move from cover to feeding positions. Quite often, big Trout will move into rather shallow areas during this feeding binge.

Open water near undercut banks or other cover is prime feeding area, both the shallow tail end or head end of a deep hole. Another piece of water that is often overlooked by Trout fishermen is a flat shallow area above a white water rapids. It seems anglers often feel Trout are either in the white water areas or immediately below. However, fish will often feed above rapids.

Success often can result from employing techniques that are just a little different than other fishermen. Different techniques are often simple, yet overlooked. Many Trout streams have well worn paths along them, extending several hundred yards from any road that crosses it. Quite often, fishermen follow those trails, get into the stream where everybody else

did and stand on the same rock or log that everybody else did to fish a stretch of water. You can improve your success by casting from locations not used by everybody else. Approach a hole or run from a different angle. Another opportunity is to go beyond the well beaten trails made by other anglers.

I normally carry a small backpack when Trout fishing. Naturally, I pack all of the normal fishing gear I want. In addition, I usually put my camera in the pack, a lunch and something to drink. Quite often I'll carry a map and compass, too. Carrying this extra gear allows me to fish upstream all day long without having to return to the car for lunch or to quench my thirst. The map and compass let me know if it's easier to head back to the car cross country or by following the stream back down.

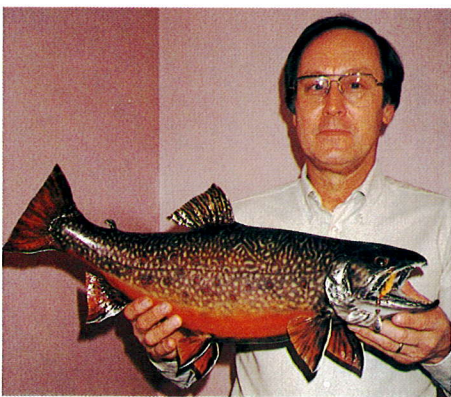
I like to wade upstream so I'm facing into the current just like the Trout are. That way, I'm approaching fish from their tail end, not from their frontal view. I continually cast upstream and across current, bringing my lure

directly downstream or down and across. This way it tumbles along with the current just as a Trout normally sees its next meal.

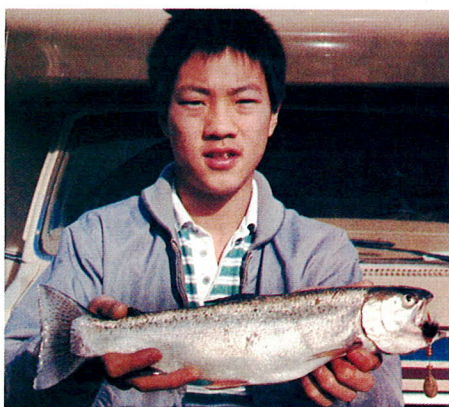
Rainbow and Brook Trout will hit a lure when it's traveling downstream with the current and, also, when it is coming upstream. In fact, Rainbows seem to be particularly receptive to a lure that's traveling upstream and intermittently dropped back for a foot or two with the current flow.

On the other hand, sizeable Brown Trout rarely, if ever, hit a lure that's being pulled upstream with the current. With all three species, the larger fish are more apt to hit a spinner that's tumbling downstream with the current.

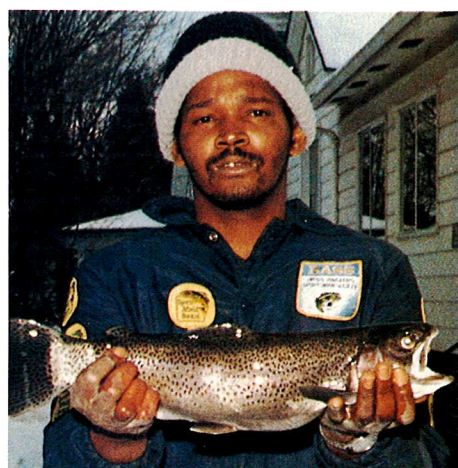
One of the reasons Trout are thrilling to catch is most Trout fishermen use fairly light equipment. Light lures require light line to cast effectively. This makes a large Trout in a stream environment a real challenge to land. Casting accuracy is a necessity for Trout fishing. Most
(continued on page 37)



Leonard Sympula, Detroit, MI, has every right to be proud as he shows off the seven pound 10 ounce Canadian he had mounted. The fish took a #0 silver Aglia.



A #1 silver Aglia was the undoing of this two pound four ounce Rainbow Trout taken by Jerry Han, Richland, WA.



Richard Franklin, Jr., White Sulphur Springs, WV, took his two pound three ounce Rainbow Trout from Howard's Creek.



A Brown Trout over 10 pounds is quite a Trout in anyone's book. However, John Nagy, Pittsburgh, PA, can be especially proud. His Lake Ontario Brown Trout tipped the scales at 14 pounds eight ounces.



A #2 Comet was the undoing of this six pound Steelhead taken by Carson Moser, Wheatland, CA, during the Feather River's fall Steelhead run.



Wisconsin Game Warden, Cliff Knudsen, shows off an impressive Northern that nailed his #4 Black Fury. Cliff works out of the Department of Natural Resources regional office in Antigo.



Little Ashley Perleberg, daughter of Mr. and Mrs. Gary Perleberg, LaCrosse, WI, is all smiles as she holds onto her first trophy Walleye. The six pound plus Mississippi River "Glass Eye" fell prey to a Lusox.

Spinners & Spoons For Walleye & Pike

Choice! Yes, I thought to myself, that's what it is — choice. That's what's so great about fishing with spinners and spoons. Here I was, on a wilderness Canadian lake I knew nothing about, and I was having the time of my life.

I was catching fish... lots of fish. And, even though the Walleye and Northern are so different, they inhabit the same waters, and a good selection of Mepps is all that's needed to fill your stringer.

I had just released a two pound "Glass Eye" when that thought went through my mind. Not 20 minutes before that, we had eyeballed the setting sun and Doug and I had decided to leave the grassy bay to try our luck off the rocky ledge at the edge of "Bear Island." As it turned out, it was a good decision. I'd snapped on a #1 chartreuse Lusox tipped with a black Mister Twister

Curly Tail grub and caught two Walleye in two casts. The first one was a dandy, tipping the scales at just under five pounds. The second was smaller. Both were released.

My next few casts produced nothing though, and I felt my retrieve quickening as I tried to keep moving to stay warm. I put the rod down and slipped my rain parka over my fishing vest to protect me from the cold. Doug did the same. We hadn't done much talking that evening, mostly fishing, but talking isn't necessary when the fishing's good.

Doug had released more than his share of "Glass Eyes." Had it been earlier in the week, they would have gone in the live box back at the cabin, but — by now — that box was well stocked. It was both gratifying and saddening to think we'd be going home the next day. The trip couldn't have been better.

Throughout the week Mepps spinners and spoons had produced for us beyond what we had expected. Doug had landed a 16 pound Northern on a silver Musky Killer with a black bucktail. It was the biggest fish of the trip. The 3/8 ounce Bass Killers, their Mister Twister Keeper hooks rigged with Twister tails, slipped through the thick weed cover on the edge of the lake without a problem; so did the Syclops Combos. The Syclops in sizes two and three had produced a number of eight to 12 pound Northerns; they were all released. I lost a dandy Northern and a #5 copper Aglia when I failed to retie the spinner after landing a small Pike. It could have been the biggest Pike of the trip, but I only had myself to blame.

Mepps Comet Mino had produced both Northerns and Walleye as we trolled around the islands and through the lake's calm bays. The

#2 silver Comet was our top Walleye producer, while the #4 silver with a red Mino drove the Northern nuts.

It had only rained once during the ten day trip, and that was the afternoon of the third day. We didn't mind, we had brought along plenty of rain gear and — for some reason — the overcast afternoon's sky put the Walleyes into an early feeding frenzy. We did terrific on #3 Black Furys... both yellow dot and fluorescent. Doug's dressed Black Fury didn't produce as many fish as the plain spinner I was using, but most of his fish seemed a little larger.

Later that day we both switched to Lightnins as we worked the sheer rock ledge off one of the larger islands. We fished a lot of different colors and I really don't recall which produced best. All we knew is that we were having a great time.

So here we sat, our last night in the boat, still catching fish. I looked up, and Doug was tying on an 1/8 ounce adjustable blade Bass Killer with a black bucktail.

"What are you going to do with that?" I asked.

"Catch me a Walleye," he smiled.

And guess what, he proceeded to do just that. We spent the rest of the evening — until it was just too dark to fish — catching Walleye on Mepps new 1/4 and 1/8 ounce Bass Killers. Fished slow along a drop-off and tipped with a Mister Twister tail, we found these new spinner baits to be terrific Walleye baits as well as great Bass catchers. We didn't keep any fish that night though, we didn't need to. As I said before, the live box was full, and we were sure we'd be back. Next time, we thought, we may even bring a camera.

But, that would be next time.

Shep,

"Take all my other lures away from me, but let me keep my Mepps collection and I'll continue to catch fish as well as anyone."

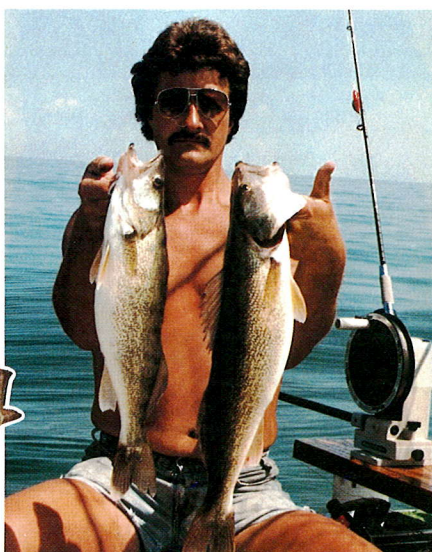
Ron Kolodziej
Amsterdam, NY



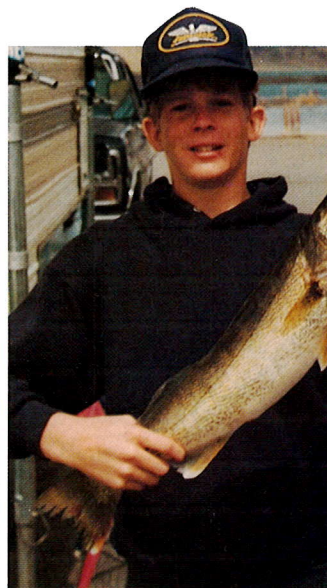
Ben Shearer (top left), Hanover, PA, proudly displays the six pound Northern he caught on a #0 Lightnin'. The 33 pound European Pike (top right) was taken by Geeler Trunc of Switzerland. Jan Eggers, "The Pike Ferret", photographed the catch. John Hildebrand (bottom left), Sheboygan Falls, WI, strains to lift his six pound eight ounce Mepps caught Northern, while Greg Clusiau and his son, Kris (lower right), Nashwauk, MN, display their 47 pound stringer of Northern Pike, all taken on Mepps Musky Killers.



A Lusox was the undoing of this seven pound plus Lake Erie Walleye taken by Michele Ostrowski, Des Plaines, IL.



Lake Huron's Saginaw Bay is fast becoming a hot Walleye fishery. Tim Morgan, Owosso, MI, took these Saginaw Bay beauties on a chartreuse Lusox.



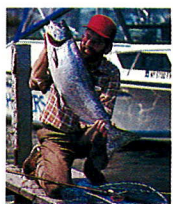
A #2 gold Lusox captured this five pound Walleye for Chris Camren, Selah, WA.



Paul Walsh, Pigeon, MI, hefts a dandy 11 pound plus Walleye caught on a Syclops.

TROLLING TACTICS FOR BIG SALMON

by Tom Huggler



Tom Huggler, Otisville, MI is a book author of six titles.

River Salmon anglers have long known that Mepps spinners can make the difference between heft and no heft to their fishing stringers. Now, Mepps spoons — the original MS series and the exciting new Syclops models — are making an impact among boat trollers after big Kings. The reason? These spoons

can do it all: flatline and downrigger trolling in deep water or shallow, clean-running or spotted behind attractors, rigged on their own or

mated with other lures through stacking and sliding.

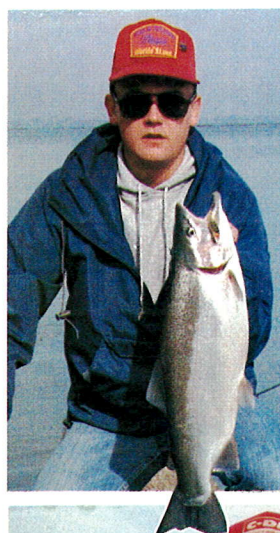
What more could a Salmon man want? Other companies dizzy lure buyers with the spectrum of choices. Not Mepps. Five basic colors do the job in the MS series. They include gold and silver, and scale patterns in rainbo, redbo and greenbo, and they come in 1/5, 1/3 and 1/2 ounce sizes. Mepps Spoons are perfect for those days when picky Kings will nail only those lures that copy the size of the forage available at that moment.

Now comes heavy metal — the Syclops spoon with its revolutionary shape and tantalizing action. Syclops are big Salmon killers, indeed. Hefty enough for flatline trolling, slow enough wobbling action for bumping bottom, yet speed tolerant to mate with plugs and other offerings.

Colors? Just enough to cover the bases — basic silver, gold and chartreuse — with or without glitter — along with fluorescent and glitter blue. And when the big Kings get lockjaw, in spite of your prayers to the angling gods, thread on a Twister tail in white, black, chartreuse or yellow.

Now, how does one fish these Mepps spoons for best results? To find out, I talked to the experts.

Fritz Peterson is a charter boat captain who has skippered his 33-foot Egg Harbor, the *Janet Eileen*, out of Sturgeon Bay, Wisconsin, for nine years. He chases big Lake Michigan King Salmon from May 1 through the first week of November, and he averages 1500 fish in the box each year. You might guess that during the long fishing season Peterson's tactics change faster than games in a video arcade. Even so, Mepps



Mepps Field Tester, Marc Wisniewski (upper left) holds an impressive six pound eight ounce Lake Michigan Steelhead that took his #1 Syclops. Marc has two articles on page 38. The 22 pound Lake Ontario Chinook (top center) was taken on a #2 chartreuse Syclops by Edward Ulrich, Jr., of E. Rochester, NY, while Jason Wilder's (lower left), Sumner, WA, 11 pound Puget Sound Coho Salmon inhaled a #3 fluorescent Syclops. Richard Barta (bottom center) Naubinway, MI, took his 18 pound five ounce Millecouquins River Chinook on a #3 Mepps Spoon. Stan Machura (right), Westchester, IL, used a #3 silver glitter Syclops to nail his 17 and 22 pound Lake Michigan Kings.

spoons are always at the core of his trolling program.

Water temperature dictates spring rigging. Typically, if Fritz is marking Chinook hooks over deep-water reefs to 60 feet down, he relies primarily on downriggers to do the job. Out downriggers are spotted high, corner riggers are set deeper, and the stern center offering goes deepest of all. Deeper lines get Herring Dodgers with Mepps #1 spoons spotted 12 to 15 inches behind. Fritz also attaches them above the tractor rigs on free sliders. "To make a slider," he explained, "I simply attach three to five feet of monofilament with a snap swivel on each end, hook one end to my original line (with the bottom lure already in place), and then flip the spoon overboard. It will then slide about halfway down to where the natural bow in the line will hold it in place."

Peterson may set as many as 15 lines, depending on the number of passengers aboard, traffic conditions, and the daily behavior of Salmon. For example, if fish are up top, he adds flat lines and perhaps a planer board. When Salmon dive, though, usually after the sun is well up into the sky, he switches his surface pattern to more deep-water offerings — lures pulled behind wireline rigs and Dipsy Divers.

Favorite spring colors for all these tactics include silver and white, either separate or in combination. Other good colors are brilliant yellow, chartreuse and fluorescent green, but Fritz is not above doctoring any of his lures with black or pearl tape for added attraction. Optimum trolling speed is 1.5 to 2.0 mph, but that can fluctuate, depending on current.

Peterson says the versatile Mepps spoons are exceptional hardware for shallow, clear water (0 to 30 feet), and although he generally switches over to a plug fishery in summer (because Kings target larger baitfish then), he never discards spoons altogether, especially the larger models like Mepps #3 Syclops. Fall sees a nearly complete return to spoons with both surface (for Steelhead) and deep water (for Salmon) rigging patterns. To get sulky Kings to bust his hardware out of aggression, Peterson adds black or white Twister tails to the Syclops spoons.

Farther north on Lake Superior, Captain Hank Peters targets spring Salmon each day while running his 26-foot Pursuit, *Dr. Juice Charters*, out of Superior, Wisconsin. Kings average 10 to 12 pounds in spring, but when Peters catches them in the later summer and fall — as bonus fish incidental to Lake Trout — they may sag a scale to 20 or more pounds. In spring, Hank looks for warm water discharges along south shore streams.

"We have a flat, sandy bottom here," he explained. "Out to a mile and one-half from shore, there may only be 45 feet of water. As a result, we get some beautiful mudlines, which act as a shelf of sorts (similar to structure) to attract and hold fish."

Peters likes to set up a pair of trolling boards, which he runs out to 250 feet from each side of his boat. Through the use of release rings, he stacks each planer board tether line with up to five lines — all flatlined. Plugs are top producers in the early season, but once the smelt disperse, Peters switches to spoons, including Syclops spoons and big spinners featuring large

blades, like Mepps Giant Killers. Hot color combos are gold and orange.

"In my opinion, Mepps lures produce the precise frequency of sound vibration, which helps a Salmon use its lateral line (the hearing apparatus found along the sides of fish) to home in on what it thinks are baitfish," Hank said. "This is so important to us when we troll the inside of mudlines, where the water is dirty and lures are hard to see (hence Peters' use of bright colors)."

Shep.

"When I'm fishing rivers for Salmon and Steelhead, Mepps spinners are my first choice because they always produce fish. Take it from a full time charter captain and guide, Mepps produces fish."

Capt. Chris Milliron
Maumee, OH

On Lake Huron, sport fisherman Joe Zikewich of Lake Orion, Michigan, has been using Mepps Spoons spotted 30 to 50 feet behind his shallow-set downriggers to clobber spring Salmon in the shallows. Tactics call for flatlining a pair of long-lined plugs off the corners of his 16-foot Sea Nymph, *Shell Drake*, then running Mepps spoons down the middle. "My theory is that some Salmon hit the plugs," Joe explained, "while others enter the rigging pattern only to grab the deeper running lures."

Zikewich trolls the mouth of Rock Falls Creek and other small streams entering southern Lake Huron. As spring progresses and the Salmon move north, he targets structure in the Grindstone City and Port Austin, Michigan, region. Fall finds Joe fishing off Oscoda and Harrisville, but now he mixes in Syclops spoons in bright colors, along with plug offerings. The two lure
(continued on page 39)



It's got to wear your arms out to show off your catch when one fish weighs over 80 pounds. Fred Champlin, Auburn, WA, strains to lift his 80 pound four ounce Kenai, AK, Chinook Salmon. Fred nailed the monster when it tried to make a meal of his #3 silver Mepps Syclops.

Worldwide Fishing Tips

by Jan Eggers



Jan Eggers is known worldwide for his fishing expertise. He's a member of the Mepps Pro Staff.



Jan Eggers, "The Pike Ferret", is from the Netherlands. He's been helping anglers worldwide improve their catches through the fishing tips he eagerly shares. Jan is a true worldwide expert, and he shows this dandy Lake Trout just to prove his point.

Many catalogs, magazines and fishing books contain a lot of how-to tips, and the sharp fisherman who gives them a try will improve his fishing.

But there are also fishermen who feel these tips won't work with their tactics, so they refuse to try them.

I participate in fishing seminars world wide. Many of these are held at school or community swimming pools where lures can be demonstrated. I have found the best way to show anglers how to fish a lure is by demonstrating not only how to fish it right, but how to fish it wrong. Much is learned by realizing your mistakes. However, many times nobody lets you know you're making a mistake.

There's a good reason 10 percent of the fishermen catch 90 percent of the fish. Imagine, when we both use the same rod, reel and Mepps lure, there must be a reason if I catch more fish than you. I have given up telling people that I am always lucky and that fish commit suicide when they see my lure.

I think the main reason is that I make less mistakes in offering my lure. It behaves as a natural bait and this gives fish confidence to strike.

Let's take a look at the most common mistakes I've witnessed fishing all over the world. Believe me, I have seen the same mistakes everywhere.

1. *Wrong combination of rod, reel, line and lure.* When you want to fish an ultralite lure with a heavy surfcasting rod, 50-pound test line and heavy reel, you'll have a hard time getting it into the water. And when you finally have it in the water, the heavy line detracts from your presentation of the lure.

Almost everybody will understand this example, but still they fish small lures with heavy line and powerful baitcasting rods. Believe me, small lures have to be fished with light — better yet, ultra light tackle.

2. *Fishing the wrong places.* When you begin your fishing in the spring, you may find a wonderful place in shallow water where you catch a lot of Northern Pike, Crappies and even Walleye. You keep this "hot spot" secret and will return many times, only to find out that the fishing is becoming slower and slower.

Why? Predatory fish seek different surroundings at different times of the year. You found them in shallow water in spring because they had just completed spawning. Later on they move to other places. Northern Pike will move to cold water areas during the hot summer months. In fall, most fish seek deeper water. To be successful, you must fish these areas.

3. *Bad condition of your tackle.* Most big fish hooked are lost. It's happened to you and me and it will happen again and again. But still you can reduce the number of lost lunkers by checking your tackle frequently.

Looking back after what happened the last two months I have to admit I lost a big Smallmouth to a bad knot, and almost netted

a 20 pound Pike, but it got away because of an open snap at the end of the leader, and I *knew* that snap was bad. Finally, I also lost a lunker Lake Trout because I hadn't cut off the first few feet of my line that was snagged on rocks half an hour before. I knew my line was damaged; the rocks were rough.

Too many lures and fish are lost because

Shep,

"I'm 58 years old, and have fished a lifetime. Through the years I purchased a 'ton' of your products, and have never been disappointed. Believe me, I will continue to encourage my friends to forget the rest and go with quality ... Mepps."

Jack Deger
Minneapolis, MN



American anglers aren't very familiar with the Traira, but Carlos Roque Seixas of Brazil is holding this one, with the Comet Combo still in its jaw.



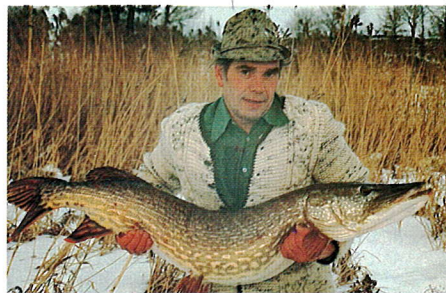
David Belcher, Sandoval, IL, learned firsthand that Channel Catfish will take a Mepps. This 11 pound two ounce beauty socked his #0 silver Aglia.

fishermen do not check their tackle regularly. It's also smart to check your lure and sharpen its hooks after hitting rocks or bottom several times. In addition, it pays to put new hooks on a Syclops after having caught several Pike, especially if the treble hook has been damaged by pliers.

4. *Killing too many fish means less fish.* It's a big mistake when you kill every fish you catch. Today, more and more fishermen — around the world — are promoting catch and release. These programs will improve fishing in general and ensure fish for future generations.

I have seen it many times when, for a short time, everybody is catching a lot of fish on Mepps spinners. They take them home, some for the frying pan, but more for the dustbin. Later, there are fewer fish caught, and you hear comments like:

"The fish got smart"; or ...



Alois Vogel of West Germany strains to lift the 42 pound Wertach Lake Northern Pike that nailed his #5 Mepps Aglia. Big European Pike are common, and provide many hours of angling thrills.



Bowfins (Dogfish) are known as voracious eaters. However, this one went after its last meal when it nailed Todd Plath's, Kenosha, WI, #2 gold Syclops.

MEPPS TIP

I have found the most productive way to fish the Double Cross is to let it "fall" for a second or two once or twice during the retrieve. This fluttering effect has put more Bass in my boat than my camera can record.

David J. Lehr
Grandview, MO

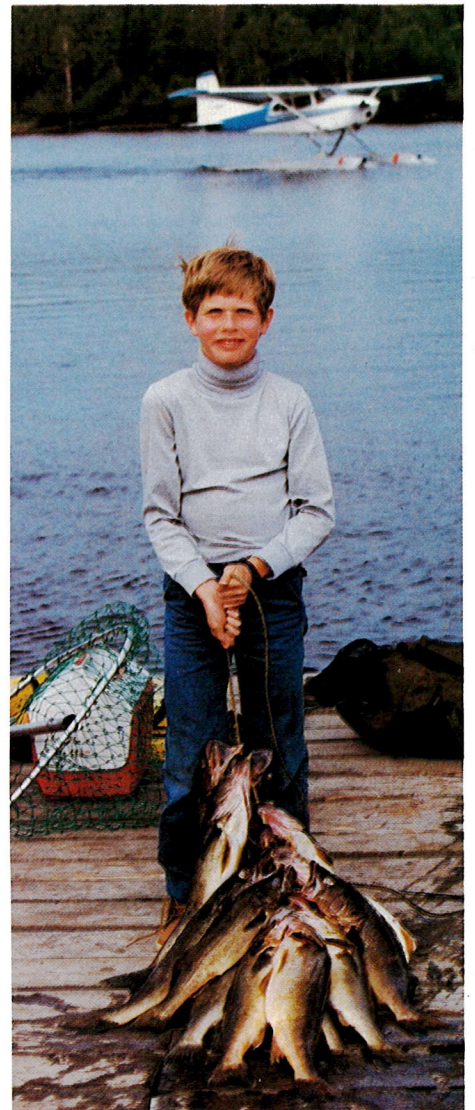
"They are spinner shy"; or ...

"It is the wrong time of the year."

The real reason is that too many fish have been removed, and it takes a long time — if ever — to replace them. Mepps supports the efforts of fishermen everywhere who practice catch and release.

The best trophy is a good picture. And,

(continued on page 36)



Evan Dahl, Poughkeepsie, NY, and his group of Canadian fishermen proved beyond a shadow of a doubt that Canadian Walleye love Mepps Syclops. This dandy stringer represents one afternoon's catch.

Mepps quality features found nowhere else

Stainless Steel Wire

Brass Blades—genuine silver plating or polished brass

Solid Brass Body—Bumble Bee designs, balanced to blade weight

Ultra Sharp Mepps Hooks—the industry standard

"Natural" Dressed Hooks—squirrel or deer tail and hackle

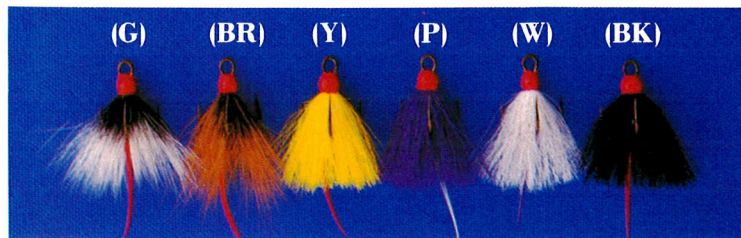


Aglia	Size	Dressing	FL Blade	White Tail
B	3	ST	FL	W
Blade Model	Lure Size	Dressing (or mino)	Blade Color	Dressing Color

Stock Number Sample



Blade Colors



Tail Colors

Aglia®

World's most popular fishing lure

ORDERING INFORMATION

You must specify blade and tail color when ordering dressed Aglias, blade color only for plain.

Blade Colors: (S) Silver, (G) Gold, (C) Copper, (BW) Black-White, (RW) Red-White, (CH) Chartreuse, (FL) Fluorescent

Tail Colors: (G) Grey, (BR) Brown, (Y) Yellow, (P) Purple, (W) White, (BK) Black

Plain Treble



Aglia® Plain - specify blade color

Stock No.	Size	Approx. Weight	Price
B0	0	1/12 oz.	\$2.00
B1	1	1/8 oz.	2.00
B2	2	1/6 oz.	2.25
B3	3	1/4 oz.	2.25
B4	4	1/3 oz.	2.65
B5	5	1/2 oz.	2.65

Dressed Treble

squirrel & deer tail dressing



Aglia® Dressed - specify blade & tail color

Stock No.	Size	Approx. Weight	Price
B0ST	0	1/12 oz.	\$2.90
B1ST	1	1/8 oz.	2.90
B2ST	2	1/6 oz.	3.15
B3ST	3	1/4 oz.	3.15
B4ST	4	1/3 oz.	3.80
B5ST	5	1/2 oz.	3.80



*Standard blade & tail color combinations

Comet®



Features easy changing hook

Comet — a unique changeable hook spinner. Switch from dressed treble to single hook or Mino, or change to different colors of Teazer Tails; Comet lets the angler fish all waters many ways. To change hooks, hold hook firmly with one hand and unscrew body with the other.

ORDERING INFORMATION

You must specify blade color: (S) Silver, (G) Gold, (BK) Black, (BD) Black Dot, (RD) Red Dot, (CH) Chartreuse

Dressed Treble



Comet® Dressed - specify blade color

Stock No.	Size	Approx. Weight	Price
C0T	0	1/12 oz.	\$2.80
C1T	1	1/10 oz.	2.80
C2T	2	1/8 oz.	3.05
C3T	3	1/5 oz.	3.05
C4T	4	1/3 oz.	3.75
C5T	5	3/8 oz.	3.75

Note-Comets also available with plain and hackle dressed single hooks. See page 23.



Comet® Mino — specify blade color

Stock No.	Size	Mino Length	Approx. Weight	Price
C0M	0	1 1/4"	1/9 oz.	\$3.15
C1M	1	1 1/8"	1/6 oz.	3.15
C2M	2	2 1/2"	1/4 oz.	3.60
C3M	3	2 1/2"	5/16 oz.	3.75
C4M	4	3"	7/16 oz.	4.40
C5M	5	3"	1/2 oz.	4.70
C5MX	5	4"	13/16 oz.	5.40



Comet® Teazer — specify blade color

Stock No.	Size	Approx. Weight	Teazer Tail	Price
C0Z	0	1/12 oz.	1 1/2" TZ0	\$2.90
C1Z	1	1/10 oz.	2 1/2" TZ1	2.90
C2Z	2	1/8 oz.	2 1/2" TZ1	3.20
C3Z	3	1/5 oz.	3" TZ2	3.20
C4Z	4	1/3 oz.	3" TZ2	3.70



Comet® Combo Killer — specify blade color

Stock No.	Size	Approx. Weight	Mister Twister® Tail	Price
C0C	0	1/12 oz.	1 1/2" Lil' Bit	\$2.80
C1C	1	1/10 oz.	2" Teeny	2.80
C2C	2	1/8 oz.	3" Meeny	3.10
C3C	3	1/5 oz.	4" Curly Tail®	3.10
C4C	4	1/3 oz.	4" Curly Tail®	3.60

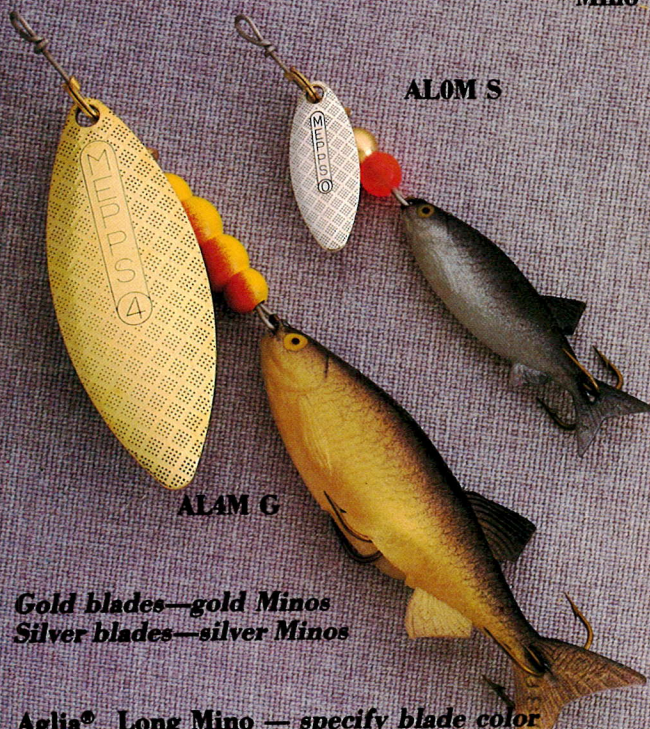
Plain Treble



Aglia® Long Plain — specify blade color

Stock No.	Size	Approx. Weight	Price
AL0	0	1/8 oz.	\$2.00
AL1	1	1/6 oz.	2.10
AL2	2	1/4 oz.	2.25
AL3	3	1/3 oz.	2.55
AL4	4	1/2 oz.	3.05

Mino



Gold blades—gold Minos
Silver blades—silver Minos

Aglia® Long Mino — specify blade color

Stock No.	Size	Mino Length	Approx. Weight	Price
AL0M	0	1 1/4"	1/7 oz.	\$3.15
AL1M	1	2 1/2"	1/4 oz.	3.40
AL2M	2	2 1/2"	1/3 oz.	3.75
AL3M	3	3"	9/16 oz.	4.30
AL4M	4	3"	3/4 oz.	5.15
AL4MX	4	4"	1 oz.	5.80

(BK)

(Y)

(W)

(P)

Tail Colors



Blade Colors

Aglia® Long

The #1 deep runnin' willow-leaf style spinner

ORDERING INFORMATION

You must specify blade color: (S) Silver, (G) Gold, (FL) Fluorescent, (RS) Rainbo Scale, (GB) Goldbo Scale, (RB) Redbo Scale

When ordering dressed trebles, specify tail color: (BK) Black, (Y) Yellow, (W) White, (P) Purple

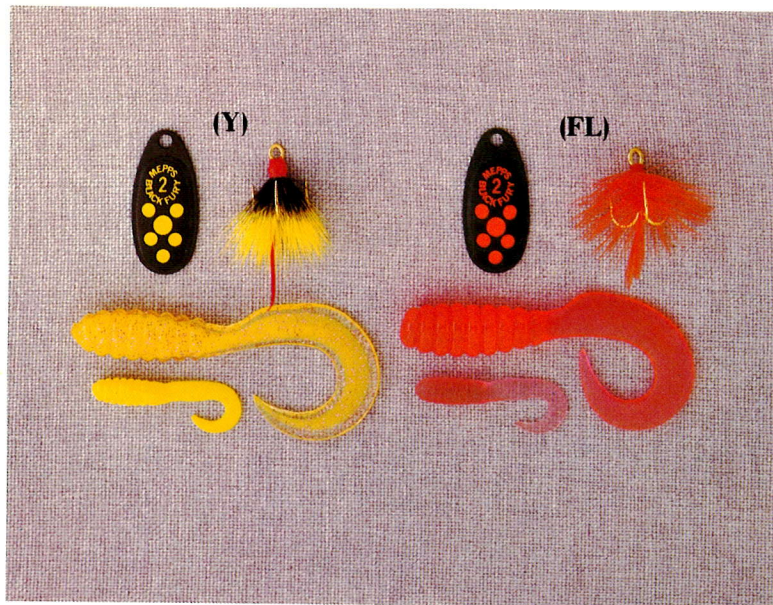
Dressed Treble squirrel & deer tail dressing



Aglia® Long Dressed—specify blade & tail color

Stock No.	Size	Approx. Weight	Price
AL0ST	0	1/8 oz.	\$2.90
AL1ST	1	1/6 oz.	3.00
AL2ST	2	1/4 oz.	3.15
AL3ST	3	1/3 oz.	3.60
AL4ST	4	1/2 oz.	4.05

Note: Aglia Longs also available with hackle dressed single hook. See page 23.



Standard blade & tail color combinations

Black Fury®

Fish's natural food colors

ORDERING INFORMATION

Blade color—standard tail color: Yellow dot Black Furys—Yellow tails; Fluorescent dot Black Furys—Fluorescent tails. To order Fluorescent dot Black Furys, add (FL) to stock number, i.e.: BF2C FL.



Black Fury® Plain Treble — specify blade color

Stock No.	Size	Approx. Weight	Price
BF0	0	1/12 oz.	\$2.00
BF1	1	1/8 oz.	2.10
BF2	2	1/6 oz.	2.25
BF3	3	1/4 oz.	2.40
BF4	4	1/3 oz.	2.65



Black Fury® Combo Killer — specify blade color

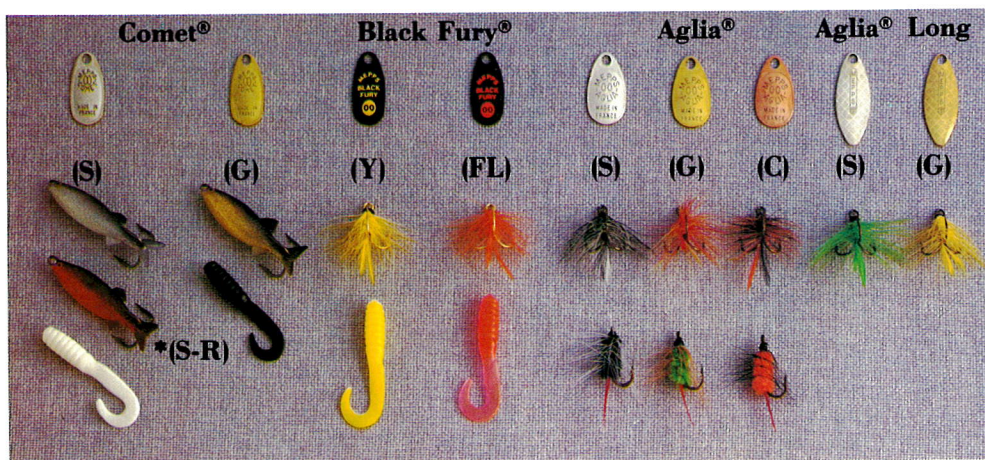
Stock No.	Size	Approx. Weight	Mister Twister® Tail	Price
BF0C	0	1/12 oz.	1½" Lil' Bit	\$2.60
BF1C	1	1/8 oz.	2" Teeny	2.70
BF2C	2	1/6 oz.	3" Meeny	2.90
BF3C	3	1/4 oz.	4" Curly Tail®	3.15
BF4C	4	1/3 oz.	4" Curly Tail®	3.40



Black Fury® Dressed — specify blade color

Stock No.	Size	Approx. Weight	Price
BF0T	0	1/12 oz.	\$2.90
BF1T	1	1/8 oz.	3.00
BF2T	2	1/6 oz.	3.15
BF3T	3	1/4 oz.	3.30
BF4T	4	1/3 oz.	3.65





Standard blade & tail color combinations

ORDERING INFORMATION

Specify blade color: (photo illustrates blade colors available in each style)

(S) Silver, (G) Gold, *(S-R) Silver with Red Mino, (Y) Yellow, (FL) Fluorescent, (C) Copper

Ultra Lite Series

Mepps Ultra Lites (approx. 1/18 oz.) are scaled down versions of the ever popular Aglia, Aglia Long, Comet and Black Fury. Now available in this small size, they're great for catchin' Trout and Panfish. Specially engineered to exacting specifications, the Ultra Lites incorporate all the high quality features found in other Mepps spinners. These attractive little jewels had a great deal of research, development and testing put into them prior to their introduction. They'll produce fish for novice and expert alike.

These tiny spinners with easy turning blades are available in a tantalizing variety of color combinations; and depending on the style, come with plain or dressed treble hook, single hook Woolly Worm, Mino or weedless Mister Twister® KEEPER® hook.



Ultra Lite Comet®—specify blade color

Stock No.	Size	Approx. Weight	Price
C00M	00	1/18 oz.	\$3.15
C00C	00	1/18 oz.	2.80



Ultra Lite Black Fury® —specify blade color

Stock No.	Size	Approx. Weight	Price
BF00	00	1/18 oz.	\$2.00
BF00T	00	1/18 oz.	2.90
BF00C	00	1/18 oz.	2.60



Ultra Lite Aglia®—specify blade color

Stock No.	Size	Approx. Weight	Price
B00	00	1/18 oz.	\$2.00
B00T	00	1/18 oz.	2.90
B00W	00	1/18 oz.	2.90



Ultra Lite Aglia® Long—specify blade color

Stock No.	Size	Approx. Weight	Price
AL00	00	1/18 oz.	\$2.00
AL00T	00	1/18 oz.	2.90

Dressed Treble

LG0T GG

LG1T PKG

Plain Treble

LG2 CG

LG0 SG

Lightnin™ Plain — specify blade color

Stock No.	Size	Approx. Weight	Price
LG0	0	1/8 oz.	\$2.00
LG1	1	1/6 oz.	2.10
LG2	2	1/4 oz.	2.25

Lightnin™ Dressed — specify blade color

Stock No.	Size	Approx. Weight	Price
LG0T	0	1/8 oz.	\$2.90
LG1T	1	1/6 oz.	3.00
LG2T	2	1/4 oz.	3.15

Single Hook

ORDERING INFORMATION

Specify blade color on all Aglia® Longs: (G) Gold, (S) Silver, (FL) Fluorescent, (RS) Rainbo Scale, (RB) Redbo Scale, (GB) Goldbo Scale

Specify blade color on all Comets:® (S) Silver, (BK) Black, (RD) Red Dot, (BD) Black Dot, (CH) Chartreuse

For dressed... also specify hackle color: (R) Red, (Y) Yellow, (W) White, (BK) Black

Aglia® Long Single Hook — dressed

Stock No.	Size	Approx. Weight	Price
AL0H	0	1/8 oz.	\$2.80
AL1H	1	1/6 oz.	2.90
AL2H	2	1/4 oz.	3.05
AL3H	3	1/3 oz.	3.50
AL4H	4	1/2 oz.	4.00

Comet® Single Hook — plain, dressed

Note: "P" in stock number refers to plain lures, "H" refers to dressed.

Stock No.	Size	Approx. Weight	Price
C0P	0	1/12 oz.	\$1.90
C1P	1	1/10 oz.	1.90
C2P	2	1/8 oz.	2.15
C3P	3	1/5 oz.	2.15
C4P	4	1/3 oz.	2.55
C5P	5	3/8 oz.	2.55
C0H	0	1/12 oz.	\$2.80
C1H	1	1/10 oz.	2.80
C2H	2	1/8 oz.	3.05
C3H	3	1/5 oz.	3.05
C4H	4	1/3 oz.	3.75
C5H	5	3/8 oz.	3.75

Aglia® Long

AL4H GB-BK

AL3H FL-W

AL2H RB-R

AL1H G-Y

AL0H S-BK

Comet®

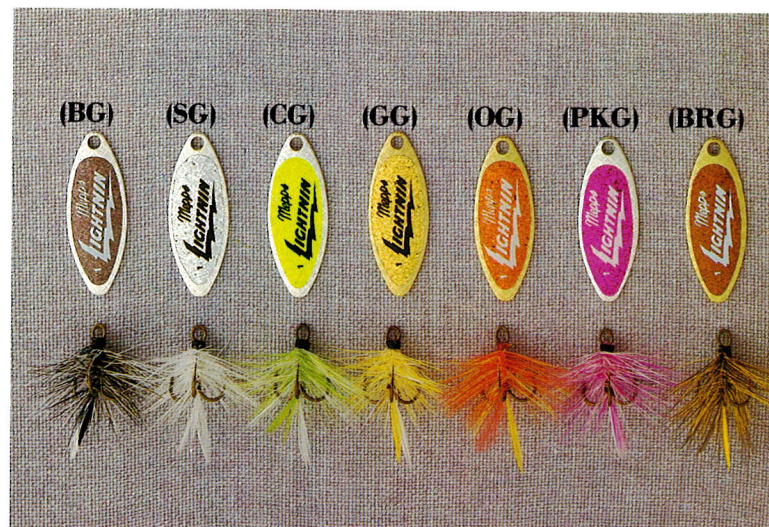
C0P S

C1H BK-R

C2H RD-W

C4H BK/BD-BK

C5H G-Y



Standard glitter blade & tail color combinations

LIGHTNIN™ STRIKES

Lightnin just struck! Its bright flash comes from Mepps willow-leaf style glitter blades. It can be run deep or shallow and comes with a plain or color matched hackle dressed treble hook. Lightnins come in three sizes: 0, 1 and 2.

ORDERING INFORMATION

You must specify blade color: (BG) Black Glitter, (SG) Silver Glitter, (CG) Chartreuse Glitter, (GG) Gold Glitter, (OG) Orange Glitter, (PKG) Pink Glitter, (BRG) Brown Glitter



Bass Killers

Mepps Bass Killers are made from the highest quality components, chip resistant vinyl finish and bucktail or living rubber dressing. Sampo ball bearing swivels keep the blades spinning and forged KEEPER® hook allows use of fish attractin' Mister Twister® tails.

Single adjustable blade

Mepps patented adjustable blade Bass Killer can be made to run deep or on the surface adding versatility to this top producer.

Tandem blades

Tandem blades on Mepps Bass Killer produce the flash needed to catch big Bass.

Willow-leaf blade

Lunker Bass will home in on the super vibrations caused by the willow-leaf blade style Mepps Bass Killer.

ORDERING INFORMATION

You must specify blade and dressing color.

Single Adjustable Blade Colors: (G) Gold, (S) Silver, (SG) Silver/Gold

Dressing Colors: see below

Tandem & Willow-Leaf Blade Colors: (G) Gold, (S) Silver, (C) Copper

Dressing Colors - Bucktail (BT) & Living Rubber (LR) - all sizes and styles: (CW) Chartreuse/White Dressing-Chartreuse Head, (CB) Chartreuse/Blue Dressing-Chartreuse Head, (WY) White/Yellow Dressing-White Head, (W) White Dressing-White Head, (BK) Black Dressing-Black Head, (BY) Black/Yellow Dressing-Black Head, (CH) Chartreuse Dressing-Chartreuse Head.



Bass Killer - Single Adjustable Blade w/Bucktail:

specify blade and dressing color

Stock No.	Approx. Head Weight	Price
BKS18BT	1/8 oz.	\$3.70
BKS14BT	1/4 oz.	3.70
BKS38BT	3/8 oz.	3.70

Bass Killer - Tandem Blade w/Bucktail:

specify blade and dressing color

Stock No.	Approx. Head Weight	Price
BKT18BT	1/8 oz.	\$4.10
BKT14BT	1/4 oz.	4.10
BKT38BT	3/8 oz.	4.10

Bass Killer - Willow-Leaf Blade w/Bucktail:

specify blade and dressing color

Stock No.	Approx. Head Weight	Price
BKW18BT	1/8 oz.	\$4.10
BKW14BT	1/4 oz.	4.10
BKW38BT	3/8 oz.	4.10

Mepps®

ACCESSORIES



State size when ordering.

MEPPS FISHIN' CAPS & HAT

Baseball Style: red front, royal back, gold puff print Mepps insignia and "scrambled eggs." One size fits all.

- solid corduroy front, cool mesh back - each\$5.00

- solid corduroy front and back

(for those cool days) - each\$5.00

Jones Style: tan color w/Mepps #1 Patch - each\$5.00

Sizes:

Small6¾-6⅞.....☐ Large7¼-7⅝.....☐

Medium7-7⅞.....☐ Extra Large 7½-7⅞ ☐



MEPPS FISHIN' JACKETS

Big League Style: nylon, lined, drawstring waist, red only

Kids - each\$16.25

Adult - each\$17.50

Varsity Rib Knit Style: nylon, lined, knit collar and trim, elastic waist, red only, adult sizes only

Adult - each\$26.50

Adult Sizes

Small36-38...☐

Medium40-42...☐

Large44-46...☐

Extra Large ...48-50...☐

X-Extra Large 52-54...☐

Kids' Sizes

Small6-8...☐

Medium10-12...☐

Large14-16...☐

Extra Large ...18-20...☐

MEPPS T-SHIRTS

Top quality 50/50 cotton/polyester, fade resistant Mepps

insignia - each\$4.00

Adult Sizes

Small36-38...☐

Medium40-42...☐

Large44-46...☐

Extra Large48-50...☐

Kids' Sizes

Small2-4...☐

Medium6-8...☐

Large10-12...☐

Extra Large14-16...☐



MEPPS HAND TOWEL

100% cotton terry cloth hand towel, royal, Mepps #1 Patch

with handy belt hanger clip - each\$6.00

Boat Decal - 15"x6"25¢

Tackle Box Decal10¢

36" Vinyl Stick-on Boat Ruler35¢

"Take A Kid Fishin'" Bumper Sticker - 13½"x3"20¢

Mepps #1 Patch35¢

Killer Kit Box(KK)\$1.50

Piker Kit Box(PK)\$1.75

Lunker Kit Box(LK)\$2.75

Send this coupon with a photo of your catch to:

Sheldons', Inc.
626 Center Street
Antigo, Wisc. 54409-2496

Send this coupon with a photo of your catch to:

Sheldons', Inc.
626 Center Street
Antigo, Wisc. 54409-2496

DATE _____

IMPORTANT SHIPPING INSTRUCTIONS
We ship UPS when possible. If no one is home to accept delivery, we will then ship Parcel Post.



We encourage you to purchase Mepps from your favorite tackle shop. Local prices are usually lower than those found in this guide. And, tackle shop personnel are generally local fishing experts. However, if you cannot find your favorite Mepps locally, use this handy, self-mailing order form. Please include \$2.50 for postage and handling if your order is less than \$15.00.

ORDER BLANK

[illegible]

We cannot accept Canadian orders.

SUBTOTAL

Wis. Residents Add
5% Sales Tax
Please include \$2.50 for
postage & handling on
orders **under \$15.00.**

\$2.50

TOTAL

BONUS

\$40

\$25

\$15

AUTH. NO. _____

☐ American Express ☐ Master Card ☐ Check
☐ VISA ☐ Money Order

Card Account Number.

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Month Year

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Card Exp. Date Required Customer Signature _____

Phone Number _____

Mepps Anglers Award Application

Date _____

Name of Fisherman _____

Address of Fisherman _____

STREET	CITY	STATE
--------	------	-------

Kind of Fish _____ Weight _____

Hometown Newspaper _____

NAME	CITY	STATE
------	------	-------

Mepps used _____

(STYLE — Aglia, Comet, etc.)	SIZE	COLOR
------------------------------	------	-------

Where caught _____

Date caught _____

Name of Witness _____

Address _____

STREET	CITY	STATE
--------	------	-------

Name of Photographer _____

Address _____

STREET	CITY	STATE
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**For an appropriate award, photo must accompany application.
All fish must be entered within one year of date caught.**

Name of Fisherman			
Address of Fisherman			
STREET	CITY	STATE	
Kind of Fish		Weight	
Hometown Newspaper			
NAME	CITY	STATE	
Mepps used			
(STYLE — Aglia, Comet, etc.)		SIZE	COLOR
Where caught			
Date caught			
Name of Witness			
Address			
STREET	CITY	STATE	
Name of Photographer			
Address			
STREET	CITY	STATE	

**For an appropriate award, photo must accompany application.
All fish must be entered within one year of date caught.**

**Bass Killer
Dressing Colors**

Bucktail:

Living Rubber:



**Bass Killer - Single Adjustable Blade
w/Living Rubber:**
specify blade and dressing color

Stock No.	Approx. Head Weight	Price
BKS18LR	1/8 oz.	\$3.10
BKS14LR	1/4 oz.	3.10
BKS38LR	3/8 oz.	3.10

**Bass Killer - Tandem Blade
w/Living Rubber:**
specify blade and dressing color

Stock No.	Approx. Head Weight	Price
BKT18LR	1/8 oz.	\$3.55
BKT14LR	1/4 oz.	3.55
BKT38LR	3/8 oz.	3.55

**Bass Killer - Willow-Leaf Blade
w/Living Rubber:**
specify blade and dressing color

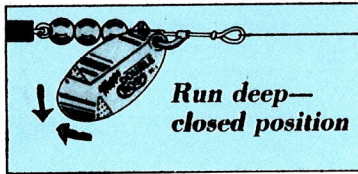
Stock No.	Approx. Head Weight	Price
BKW18LR	1/8 oz.	\$3.55
BKW14LR	1/4 oz.	3.55
BKW38LR	3/8 oz.	3.55



Standard blade & tail color combinations

DOUBLE CROSS

TM Patent 4,628,629
The unique adjustable spinner blade



Plain Treble



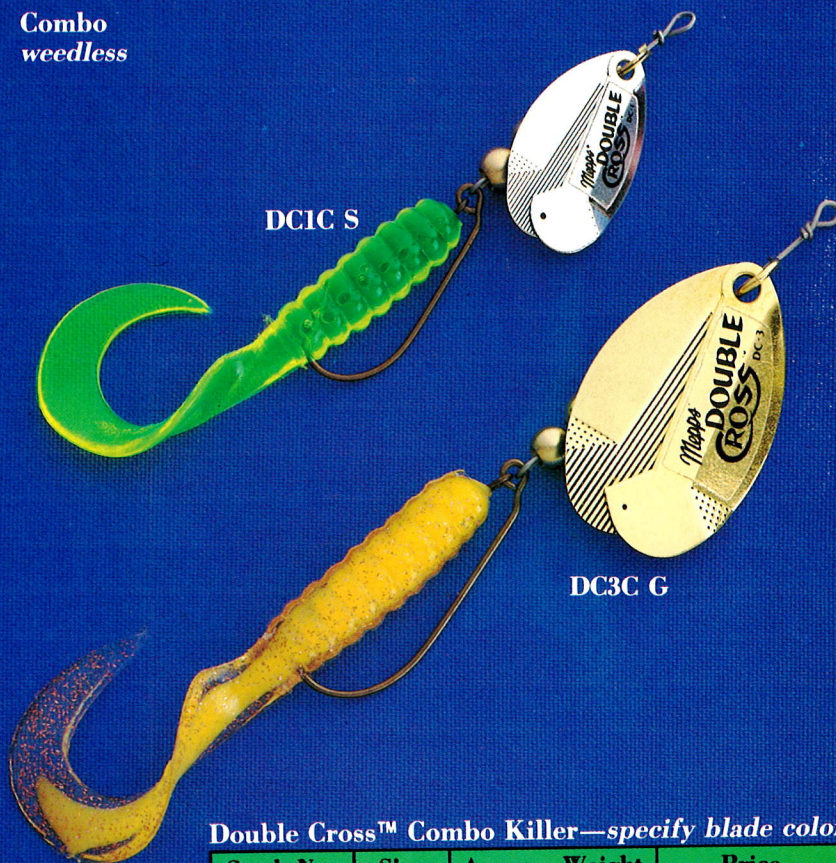
Double Cross™ Plain — specify blade color

Stock No.	Size	Approx. Weight	Price
DC1	1	1/7 oz.	\$2.70
DC3	3	1/3 oz.	3.00

Dressed Treble



Combo weedless



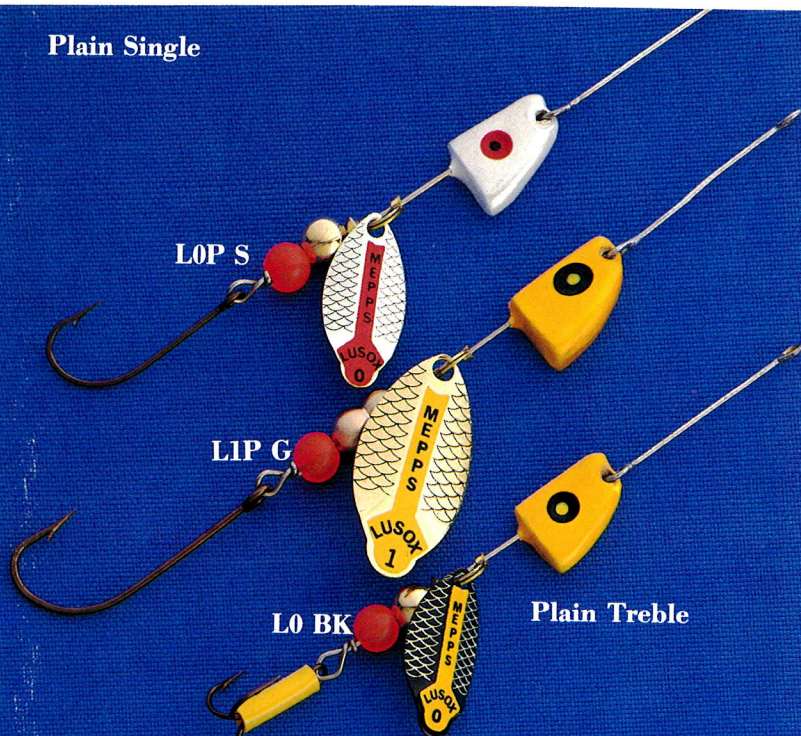
Double Cross™ Dressed — specify blade color

Stock No.	Size	Approx. Weight	Price
DC1T	1	1/7 oz.	\$3.25
DC3T	3	1/3 oz.	3.70

Double Cross™ Combo Killer—specify blade color

Stock No.	Size	Approx. Weight	Price
DC1C	1	1/7 oz.	\$3.15
DC3C	3	1/3 oz.	3.55

Plain Single

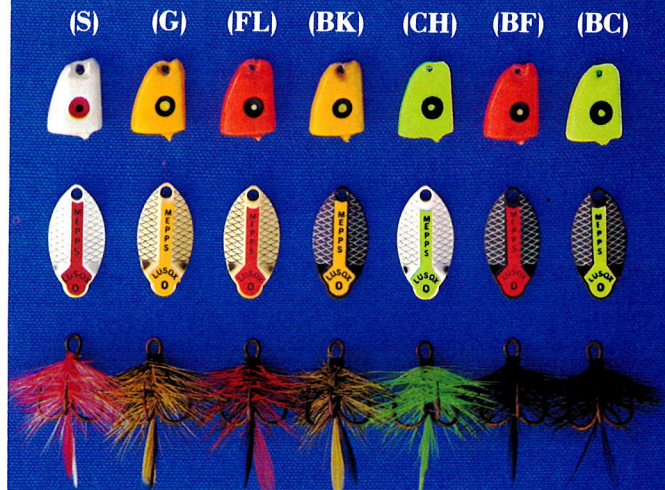


Plain Treble

Lusox® Plain-Treble or Single — specify blade color

Note: The letter "P" in stock number indicates plain single hook.

Stock No.	Size	Approx. Weight	Price
L0	0	1/4 oz.	\$2.40
L1	1	3/8 oz.	2.65
L2	2	5/8 oz.	2.90
L4	4	1 1/2 oz.	3.50
L0P	0	1/4 oz.	\$2.40
L1P	1	3/8 oz.	2.65
L2P	2	5/8 oz.	2.90
L4P	4	1 1/2 oz.	3.50



Standard head, blade & tail color combinations

Lusox®

Weight forward—
fish shallow or very deep

ORDERING INFORMATION

You must specify blade color: (S) Silver/Red, (G) Gold/Yellow, (FL) Gold/Fluorescent, (BK) Black/Yellow, (CH) Silver/Chartreuse, (BF) Black/Fluorescent, (BC) Black/Chartreuse

Lusox Combo Killer - Standard blade—Mister Twister®
tail colors: (S) Silver-Red Bloodline, (CH) Chartreuse-Chartreuse Bloodline, (FL) Fluorescent-Fluorescent Red



Combo weedless



Lusox® Combo Killer — specify blade color

Stock No.	Size	Approx. Weight	Mister Twister® Tails	Price
L1C	1	3/8 oz.	3" Meeny	\$3.10
L2C	2	5/8 oz.	4" Curly Tail®	3.45



Dressed Treble

Note—See page 30 for Giant Lusox with Bucktail.

Lusox® Dressed — specify blade color

Stock No.	Size	Approx. Weight	Price
L0T	0	1/4 oz.	\$3.00
L1T	1	3/8 oz.	3.15
L2T	2	5/8 oz.	3.60
L4T	4	1 1/2 oz.	4.05

Plain Treble



Syclops™ Plain Treble — specify spoon color

Stock No.	Size	Approx. Weight	Price
SY00	00	1/6 oz.	\$2.10
SY0	0	1/4 oz.	2.20
SY1	1	1/2 oz.	2.25
SY2	2	5/8 oz.	2.45
SY3	3	1 oz.	3.10

(S) (G) (CH) (FL) (BLG) (CG) (SG) (GG)



Standard spoon & tail color combinations

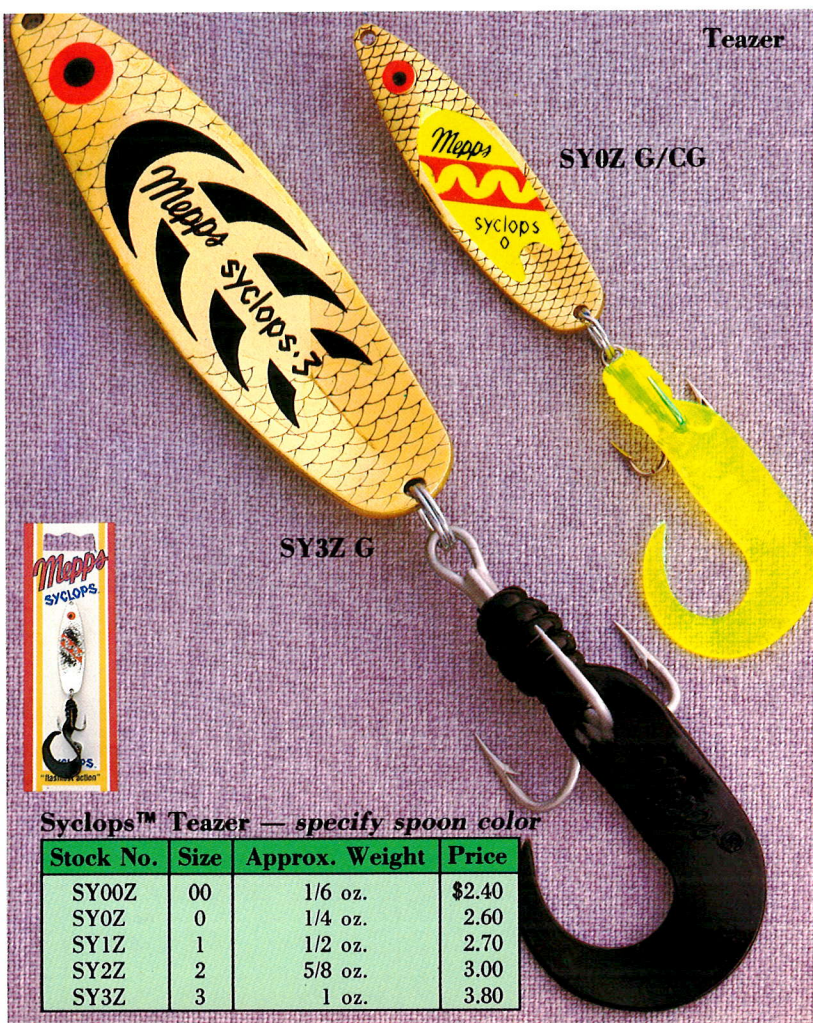
SYCLOPS™

Revolutionary spoon design

ORDERING INFORMATION - You must specify spoon color:
(S) Silver, (G) Gold, (CH) Chartreuse, (BLG) Blue Glitter,
(SG) Silver Glitter, (CG) Chartreuse Glitter, (FL) Fluorescent,
(GG) Gold Glitter

Saltwater hooks available on Syclops in Teazer and plain treble styles only. Add **PP** to stock number to indicate saltwater hooks...i.e.: SY2 CG PP.

Teazer



Syclops™ Teazer — specify spoon color

Stock No.	Size	Approx. Weight	Price
SY00Z	00	1/6 oz.	\$2.40
SY0Z	0	1/4 oz.	2.60
SY1Z	1	1/2 oz.	2.70
SY2Z	2	5/8 oz.	3.00
SY3Z	3	1 oz.	3.80

Combo weedless



Syclops™ Combo Killer — specify spoon color

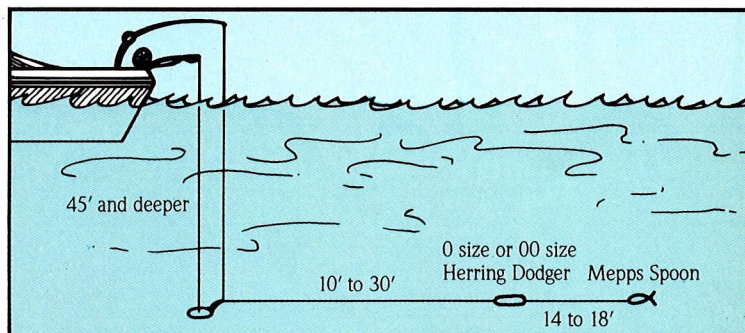
Stock No.	Size	Approx. Weight	Price
SY00C	00	1/6 oz.	\$2.30
SY0C	0	1/4 oz.	2.45
SY1C	1	1/2 oz.	2.60
SY2C	2	5/8 oz.	2.85
SY3C	3	1 oz.	3.65



Spoons *Genuine silver high gloss flash*

Ideal downriggin' spoon

Mepps Spoons can be "run clean" in all depths of water, and behind attractors in depths greater than 45 feet. The attractor spoon should be tied from 10, and up to 30, feet behind the downrigger ball, depending upon conditions. Speed of troll should be varied to find the best conditions for catching fish.



ORDERING INFORMATION

You must specify Spoon color: (S) Silver, (G) Gold, (RS) Rainbo Scale, (RB) Redbo Scale, (GR) Greenbo Scale

Saltwater hooks are available on Mepps Spoons. Add **PP** to stock number to indicate saltwater hooks... i.e.: MS3 GR PP.

Stock No.	Size	Approx. Weight	Price
MS1	1	1/5 oz.	\$2.80
MS2	2	1/3 oz.	3.00
MS3	3	1/2 oz.	3.15

Striper Killer



ORDERING INFORMATION

You must specify blade & tail color for dressed spinners, blade color only for plain:

Blade Colors—Striper Killer: (S) Silver, (G) Gold, (BK) Black

Blade Colors—Giant Striper Killer: (S) Silver, (G) Gold, (BK) Black, (RS) Rainbo Scale

Tail Colors—Striper & Giant Striper Killers: (W) White, (Y) Yellow, (CH) Chartreuse, (O) Orange

Saltwater hooks available on Striper lures and Giant Luxox in plain and bucktail styles only. Add **PP** to stock number to indicate saltwater hooks... i.e.: SB5M G-W PP.

Striper Spoon—shallow to mid-range

Blade: Silver w/Rainbo Scale

Stock No.	Approx. Weight	Price
SMS3	1/2 oz.	\$3.15

Striper Killer—top to mid-range

Stock No.	Style	Approx. Weight	Price
SB5M	dressed	1/2 oz.	\$6.00
SB5MT	tandem	1 oz.	8.00

Giant Striper Killer—mid-range

Stock No.	Style	Approx. Weight	Price
SGK5	plain	1 oz.	\$4.65
SGK5BT	bucktail	1 oz.	7.70
SGK5T	tandem	1 1/2 oz.	9.75
SGK5M	mino	1 1/2 oz.	7.00

Giant Luxox® —deep runnin' Stripers

See Luxox page for blade and tail colors available.

Stock No.	Approx. Weight	Price
L4T	1 1/2 oz.	\$4.05



Giant Killer®

Cast or troll it for trophy fish...this flashy giant spinner is a medium-deep runner. It features six blade colors, with a choice of 7 bright decals, a large split ring to change hooks and genuine natural bucktails or dressed tandems in a variety of colors. Tandems are 1½ ounce with dressed, extra heavy duty, deep bite hooks. Saltwater hooks available on Giant Killers in plain and bucktail styles only. Add **PP** after the stock number to indicate saltwater hooks...i.e.: GK5BT S-W PP.

ORDERING INFORMATION

You must specify blade and tail color for bucktail* and tandem* styles, blade color only for plain* and mino.

Blade colors: (S) Silver, (G) Gold, (BK) Black, (RS) Rainbo Scale, (GB) Goldbo Scale, (RB) Redbo Scale, (FL) Fluorescent, (CG) Chartreuse Glitter*, (SG) Silver Glitter*, (OG) Orange Glitter*, (HC) Hot Chartreuse*, (HO) Hot Orange*, (HW) Hot White*

Tail Colors: (P) Purple, (CH) Chartreuse, (BR) Brown, (O) Orange, (W) White, (R) Red, (BK) Black, (Y) Yellow, (G) Grey

Stock No.	Style	Approx. Weight	Price
GK5	plain	1 oz.	\$4.65
GK5BT	bucktail	1 oz.	7.70
GK5T	tandem	1½ oz.	9.75
GK5M	mino	1½ oz.	7.00

***Note:** Mepps Giant Killer "glitter" and "hot color" blades are available only in plain, bucktail and tandem styles. In bucktail and tandem styles, only in standard blade & tail color combinations as follows:
 GK5BT OG — orange glitter blade-orange tail
 GK5BT SG — silver glitter blade-black tail
 GK5BT CG — chartreuse glitter blade-chartreuse tail
 GK5BT HO — hot orange blade-orange tail
 GK5BT HW — hot white blade-white tail
 GK5BT HC — hot chartreuse blade-chartreuse tail

Musky Killer®

Musky fishing means Mepps. The Musky Killer has earned its reputation by producing more Muskies than any other lure! The ½ ounce dressed spinner means casting all day without tiring; run it on top or along weed beds. The 1 ounce tandem bucktail allows further casts and deeper running. All Musky Killers feature genuine squirrel or deer tail dressing.

ORDERING INFORMATION You must specify blade and tail color:

Blade colors: (S) Silver, (G) Gold, (BK) Black

Tail Colors: (P) Purple, (CH) Chartreuse, (BR) Brown, (O) Orange, (W) White, (R) Red, (BK) Black, (Y) Yellow, (G) Grey

Stock No.	Style	Approx. Weight	Price
B5M	dressed	½ oz.	\$6.00
B5MT	tandem	1 oz.	8.00

Giant Lusox®

Lusox spells versatility. Its blade spins as it descends. Cast, trolled, down-rigged or jigged, the Lusox (LEWSOX) is the deepest runnin' Mepps ever. They cast like bullets and will get down to where the big fish are.

ORDERING INFORMATION You must specify blade and tail color when ordering Giant Lusox bucktail, blade color only for plain.

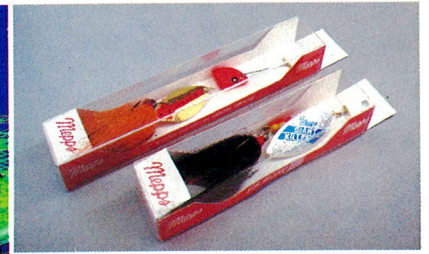
Blade colors: (S) Silver/Red, (G) Gold/Yellow, (BK) Black/Yellow, (CH) Silver/Chartreuse, (FL) Gold/Fluorescent, (BC) Black/Chartreuse, (BF) Black/Fluorescent

Tail Colors: (P) Purple, (CH) Chartreuse, (BR) Brown, (O) Orange, (W) White, (R) Red, (BK) Black, (Y) Yellow, (G) Grey

Saltwater hooks available on Giant Lusox in plain and bucktail styles only. Add **PP** after the stock number to indicate saltwater hooks...i.e.: L4 G PP.

Stock No.	Style	Approx. Weight	Price
L4	plain treble	1 oz.	\$3.50
L4BT	bucktail	1½ oz.	5.50

Giant Killer®



Giant Killer®
Tandem

GK5T HC

Bucktail

GK5BT OG

Plain

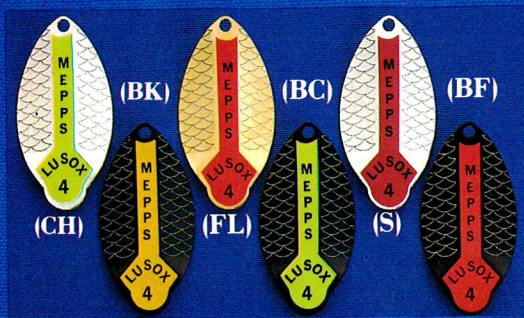
GK5 HO

Mino

GK5M S

for Musky, Northern Pike, Salmon, Lake Trout, Stripers, Bluefish and lunker Bass

Giant Lusox® Blade Colors



Giant Lusox®
Bucktail

L4BT G-BK

Musky Killer®
Dressed

B5M G-BR

B5M S-R

Killer Kits

Mepps Kits include 6 spinners for individual fish species in reusable pocket tackle boxes.

KUL—Ultra Lites Kit\$17.10

- 00 Aglia Wooly Worm Copper
- 00 Aglia Gold
- 00 Aglia Long Silver
- 00 Black Fury Yellow
- 00 Comet Mino Silver
- 00 Black Fury Fluorescent Red

KSF—Spin Flies Kit\$18.60

6 all-time favorite color patterns, size "0" spinners and hand-tied flies. Blue Dun, Bumble Bee, Black Gnat, Mosquito, Parma-Bell, Mickey Finn

K0, K0A, K0D—Panfisher Kits

K0-plain spinners\$13.15

K0A-three dressed, three plain spinners\$15.90

K0D-dressed spinners\$18.65

- 0 Aglia Red/White
- 0 Black Fury Yellow
- 0 Lightnin Chartreuse Glitter
- 00 Aglia Gold
- 0 Aglia Long Fluorescent
- 00 Aglia Silver

K1, K1D—Trout Kits

K1-plain spinners\$13.55

K1D-dressed spinners\$18.15

Same spinners as in Econo•Kits, SK1, SK1D Trout shown below.

K2, K2D—Basser Kits

K2-plain spinners\$15.00

K2D-dressed spinners\$20.55

Same spinners as in Econo•Kits, SK2, SK2D Basser shown below.



Econo•Kits



Trout Kits	Price
SK1—plain spinners	\$12.65
SK1A—3 dressed/3 plain	16.30
SK1D—dressed spinners	17.25

- 00 Syclops Silver
- 1 Black Fury Yellow
- 0 Aglia Long Rainbo
- 1 Lightnin Chartreuse Glitter
- 1 Aglia Copper
- 1 Black Fury Fluorescent Red

Basser Kits	Price
SK2—plain spinners	\$14.10
SK2A—3 dressed/3 plain	16.90
SK2D—dressed spinners	19.65

- 2 Aglia Copper
- 3 Aglia Red/White
- 3 Aglia Gold
- 2 Lightnin Chartreuse Glitter
- 3 Black Fury Fluorescent Red
- 3 Black Fury Yellow

Combo Paks

Featuring Mister Twister® weedless KEEPER® worm hook

Three super Mepps rigged for weedless/snagless fishing. Each Pak's selection has proven winners for individual fish species.

Stock No.	Combo Lures	Price
CPO Trout & Panfish	0 Black Fury 00 Syclops 1 Comet	\$ 7.85
CP1 Bass	2 Black Fury 1 Syclops 3 Comet	\$ 8.55
CP2 Pike & Walleye	3 Black Fury 2 Lusox 4 Comet	\$10.20



Killer Kits

KSC—Shep's Crappie Kit\$15.50

0 Aglia Silver
0 Comet Mino Silver
1 Comet Chartreuse
0 Lightnin Silver Glitter
0 Black Fury Yellow Dot
Mister Twister® Teeny tails

K6A—Walleye Kit\$18.70

1 Syclops Chartreuse
3 Aglia Long Rainbo
2 Lusox single Fluorescent
1 Lusox single Chartreuse
2 Lusox dressed Gold
2 Comet Mino Gold

K4, K4D—Lunker Kits

K4-plain spinners\$25.10
K4D-dressed spinners\$40.90

Giant Lusox Fluorescent
Giant Killer Silver Glitter
*5 Aglia Gold
Giant Killer Rainbo
5 Aglia Red/White
Giant Killer Chartreuse Glitter
*Gold Aglia changes to Gold Musky Killer in K4D kit.

K5—Striper Kit\$38.75

Striper Spoon Rainbo
Giant Striper Goldbo
Giant Striper Rainbo
Giant Lusox Silver
Giant Striper Rainbo
Striper Killer Silver

K3, K3D—Piker Kits

K3-plain spinners\$17.05
K3D-dressed spinners\$23.25

4 Aglia Red/White
4 Black Fury Yellow
3 Aglia Long Fluorescent
2 Lusox Chartreuse
5 Aglia Copper
2 Syclops Silver/Red

CK—Salmon Kit\$18.70

2 Syclops Silver/Red
2 Syclops Chartreuse
3 Aglia Long Rainbo
4 Aglia Long Fluorescent
3 Spoon Greenbo
5 Aglia Silver

Fishin' Paks

PP—Panfish Pak\$8.50

4—1/16 oz. chip resistant round jig heads, 12 Mister Twister® Lil' Bit tails, COC RD, B00T S

TP—Trout Pak\$7.25

4—1/16 oz. chip resistant round jig heads, 12 Mister Twister® Teeny tails, SY00 G, C1 RD

Spinner Paks

Panfisher

SAB\$8.95	SAA\$5.95
0 Black Fury Dressed	0 Black Fury
0 Comet Mino	0 Aglia Long
0 Aglia Dressed	00 Aglia

Trout

STA\$8.90	STB\$6.05
1 Black Fury Dressed	0 Black Fury
1 Lightnin Dressed	1 Aglia Long
0 Aglia Dressed	0 Aglia

Basser

SBA\$6.90	SBB\$6.75	SBC\$6.30
2 Aglia Long Mino	2 Comet Mino	2 Lightnin Dressed
2 Black Fury Dressed	2 Black Fury Dressed	3 Aglia Dressed



Hot colors,
hot sellers.

Dressed Hooks

Expertly tied natural squirrel and deer tail dressing on finest quality Mepps French round bend treble hooks. Plus, both single hooks and treble hooks tied with game cock hackle. Attach to any lure with a removable hook (such as Mepps Comet) or by using a split ring.

ORDERING INFORMATION

You must specify stock number and dressing color: (BR) Brown, (G) Grey, (BK) Black, (W) White, (Y) Yellow, (P) Purple, (R) Red, (FLR) Fluorescent Red, (CH) Chartreuse, (O) Orange, (PK) Pink, (BS) Brown Squirrel Tail

Squirrel or Deer tail—treble hooks

Stock No.	BR	G	BK	W	Y	P	Price
ST8, 10	x	x	x	x	x	x	\$1.65
ST6	x	x	x	x	x	x	1.80
ST4, 2	x	x	x	x	x	x	2.10
ST1/0			x	x	x	x	2.60

Hackle—single hooks

Stock No.	BK	W	Y	R	Price
SHH2, 4, 6, 8	x	x	x	x	\$1.05
SHH1/0, 4/0	x	x	x	x	1.25

Hackle—treble hooks

Stock No.	BK	W	Y	FLR	CH	BR	PK	Y & R	FLR	CH	BK	Y & O	BK & Y	CH	Price
THH12			x	x	x			x	x		x	x	x	x	\$1.10
THH10	x	x		x	x	x	x	x	x	x	x	x	x	x	1.10
THH8	x	x		x	x	x	x	x	x	x	x	x	x	x	1.10
THH6	x	x		x	x	x	x	x	x	x	x	x	x	x	1.20
THH4	x	x		x	x	x	x	x	x	x	x	x	x	x	1.40
THH2	x	x		x	x	x	x	x	x	x	x	x	x	x	1.40
THH3/0	x			x			x	x	x						1.70

Large Dressed Trebles

ORDERING INFORMATION

You must specify stock number and dressing color: (BR) Brown, (G) Grey, (BK) Black, (W) White, (Y) Yellow, (P) Purple, (R) Red, (CH) Chartreuse, (O) Orange, (BS) Brown Squirrel Tail

Squirrel or Deer Tail—treble hooks-3/0 and tandem

ST—dressed 3/0 treble hook

DT—dressed tandem-3/0 treble hook with 1/0 treble hook trailer

Stock No.	Approx. Weight	Approx. Length	BR	G	BK	W	Y	P	CH	O	R	BS	Price
ST3/0	1/8 oz.	3 1/2"	x	x	x	x	x	x	x	x	x	x	\$4.15
DT3/0	1/2 oz.	5"	x	x	x	x	x	x	x	x	x	x	5.25

Squirrel or Deer Tail—salt water trebles

Stock No.	Approx. Weight	Approx. Length	BR	G	BK	W	Y	P	CH	O	R	BS	Price
PD3/0	1/2 oz.	5"	x	x	x	x	x	x	x	x	x	x	4.25

Bucktails

Natural and dyed bucktails

Genuine northern bucktails dyed vibrant, non-fading colors. Cured using our special process. Perfect for those who "tie their own."



ORDERING INFORMATION

You must specify tail color: (N) Natural, (BR) Brown, (BK) Black, (Y) Yellow, (P) Purple, (R) Red, (CH) Chartreuse, (O) Orange

Stock No.	Price
BUCK	\$2.85

Dressed Hooks



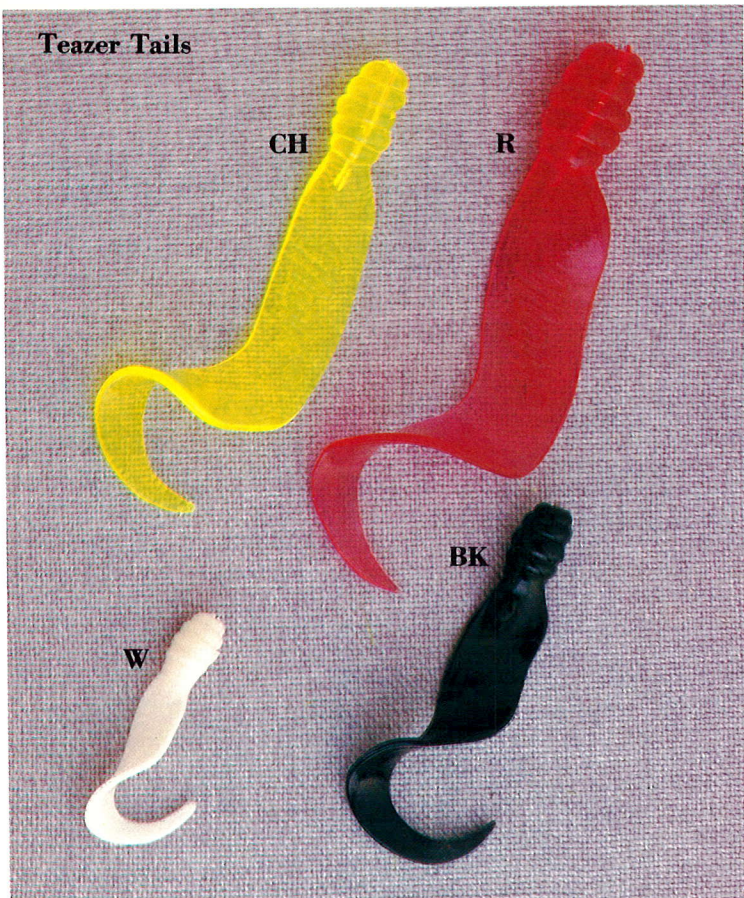
Large Dressed Trebles



Natural and Dyed



Teazer Tails



Teazer Tails

Mepps Teazer Tails are specially designed for treble hooks. Teazers add deadly action to Mepps spinners and spoons without affecting the blades' actions. Teazer Tails are available in four different sizes and four colors.

Teazer Tails have a hole through them where the shank of the treble hook runs. There's also a molded hole in the tail through which one of the treble's barbs is inserted.

ORDERING INFORMATION

You must state Teazer Tail color: (W) White, (BK) Black, (CH) Chartreuse, (R) Red

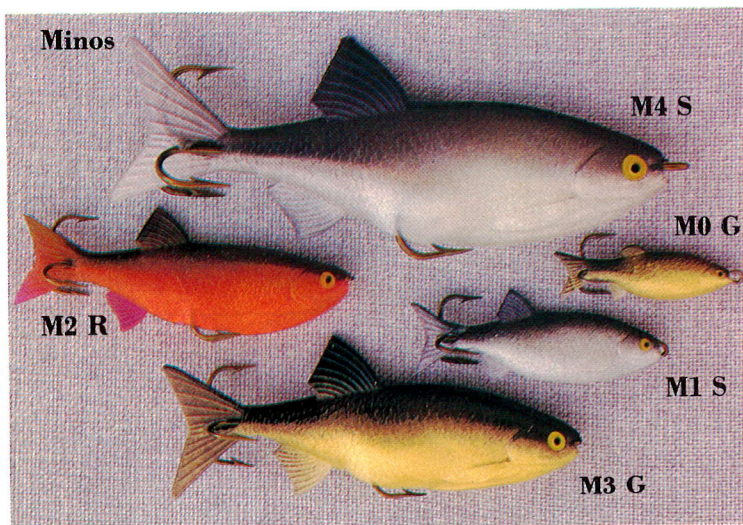
Teazer Tails—Carded

Stock No.	Tail Length	Pkg. Unit	No. Per Card	Price
TZ0	1½"	1 Card	8 Tails	90¢
TZ1	2½"	1 Card	6 Tails	90¢
TZ2	3"	1 Card	5 Tails	90¢
TZ3	3½"	1 Card	4 Tails	90¢

Teazer Tails—Bagged

Stock No.	Tail Length	Pkg. Unit	No. Per Card	Price
MTZ0	1½"	1 Bag	12 Tails	\$1.35
MTZ1	2½"	1 Bag	12 Tails	1.80
MTZ2	3"	1 Bag	12 Tails	2.20
MTZ3	3½"	1 Bag	12 Tails	2.70

Minos



Minos

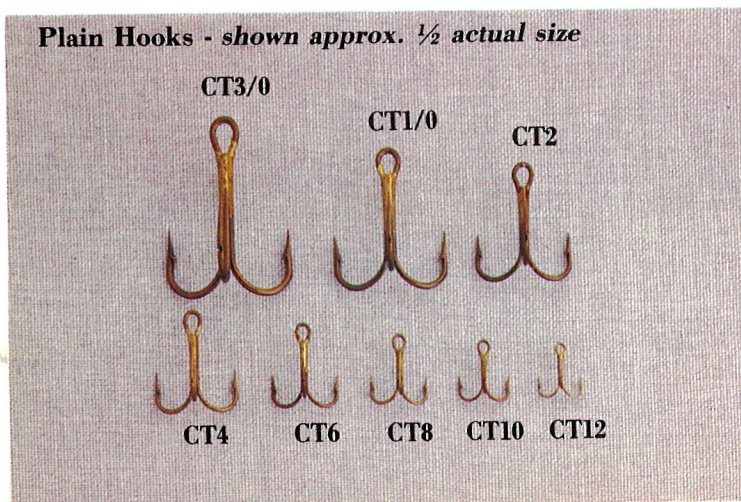
Super soft, lifelike Minos; they're replicas of the real thing. Mepps offer these in three natural fish feeding colors—silver, gold and red. These Minos are available as replacements or for use on the Comets, also with other Mepps spinners using a split ring to attach. Minos are hand painted.

ORDERING INFORMATION

You must specify Mino color: (S) Silver, (G) Gold, (R) Red

Stock No.	Length	Approx. Weight	Price
M0	1¼"	1/50 oz.	\$1.30
M1	1⅞"	1/20 oz.	1.80
M2	2½"	1/9 oz.	2.30
M3	3"	1/6 oz.	2.55
M4	4"	7/16 oz.	3.65

Plain Hooks - shown approx. ½ actual size



Plain Hooks

ORDERING INFORMATION

Stock Sizes: 12, 10, 8, 6, 4, 2, 1/0, 3/0

Trebles: Medium Shank, Round Bend Bronze

Bronze Treble Hooks

Stock No.	Size	Style	Price
CT	2—12	Round Bend	15¢
CT	1/0	Bend	25¢
CT	3/0		30¢

Saltwater Treble Hooks

Stock No.	Size	Style	Price
PP1/0	1/0	Round Bend, Plated,	35¢
PP3/0	3/0	Resists Saltwater Corrosion	45¢

Panfishing *(continued from page 5)*

ner resembles the sides of baitfish that feed on the algae around the bridge pilings. So when the Crappie see this natural-looking bait, they will attack.

Position your boat at one end of the piling, and cast parallel to the structure. Reel the Lightnin spinner as close to the concrete as you possibly can without actually touching it. Begin to fish the spinner shallow. On each successive cast, let the lure fall a foot or two deeper in the water. Count the number of seconds required for it to fall before you start each retrieve. Then when the Crappie begin to bite, you'll know at exactly what depth the fish are holding and how far to let your spinner fall before you begin your retrieve.

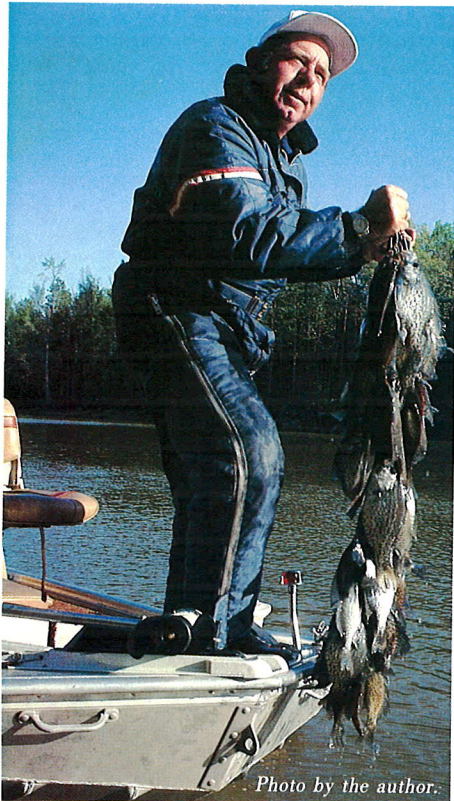


Photo by the author.

Crappie fisherman, John Powell, Montgomery, AL, spent an afternoon at his favorite Crappie hole tossing Mepps spinners. We think you'll agree, his catch is pretty impressive.

When Crappie travel into weeds to spawn, rig the #0 Black Fury or #1 Comet with a weedless grub, and cast right into the grass. Other areas where these two spinners will produce Crappie are under boat docks and piers where lake residents have sunk brush.

For the Crappie fisherman this year, Mepps is introducing the new Shep's Crappie Kit which contains #0 Mepps Aglia, Lightnin, Comet and Black Fury, and a #1 Comet. By having all five lures in a kit, anglers can make Crappie bite by changing them when the fish quit hitting a specific lure. And if you're angling the #0 Black Fury or #1 Comet, you can change the color of the grubs that you're using for trailers and usually keep on catching Crappie when they wise up to the color of grub that you first fished.

Shep's Crappie Kit includes some of the best Panfish lures in America — not only for Crappie, but also for Sunfish and small Bass.

Worldwide Tips *(continued from page 17)*

perhaps you will be lucky enough to catch that trophy again when it's even bigger. Don't kill your limit, limit your kill.

5. *Wrong hook removing tools.* It happened to me in Canada last summer. I forgot my pliers and other unhooking tools while fishing for Northern Pike. After one day, my hands were as badly damaged as the Pike I released. Believe me, it's no fun to have your finger and an angry Northern hooked on the same treble hook. Neither is it fun when jaws housing 700 razor-sharp teeth are closed with a few fingers between them. If you intend to release a fish, you also have to remove the hooks with care. The only way to do this is with good unhooking tools. Stainless steel surgical hemostats (forceps) they use in a hospital are excellent for this job as, is a quality needle nose pliers.

6. *Improper lure selection.* When you fish weedy water, you obviously need different lures than when you fish a deep weedless lake, or a fast running river. Water color also dictates lure color. The Mepps that is successful under one circumstance may not be correct under another.

Believe me, having a good selection of Mepps spinners and spoons is a definite advantage. This is why kits with "programmed" lures for Walleye, Northern, Crappie and other game fish are so popular. By having a variety of Mepps Killer Kits with you at all times, you will always

have the right lure available, and this means more fish.

7. *Don't be afraid to read.* Almost all of today's 10 percent of the fishermen who catch 90 percent of the fish subscribe to more than one fishing publication. There are a lot of fine regional, as well as national, publications available today. While national publications tend to be more general in "where to go" and "how-to" articles, regional publications can tell you where the fish are biting right in your own back yard.

The well rounded fisherman subscribes to both. There are advantages to this, and — let's face it — reading a good fishing yarn, whether it's how-to, where to go, or just a "me and Joe" story, is downright entertaining and relaxing, as well as educational.

I hope these "don'ts," as well as the "do's," help you out. After all, the whole idea behind fishing is to have fun. And, if having fun means getting the most from the few hours we have to enjoy our chosen pastime, then maybe these words have done some good.

MEPPS TIP

Toothpaste kills fishy hand smell. Use it after soap and water. Apply heavily, then rinse again.

James Wolfe
Collinsville, IL

Shep,

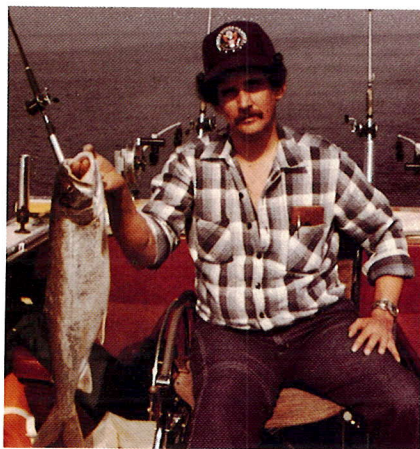
"I had a lifetime experience of catching a five pound three ounce Brook Trout and a ten pound seven ounce Walleye on a #3 Mepps Aglia spinner. And, they were both caught within one-half hour on my 70th birthday! I had been fishing in Canada for 30 years to get this catch. I have always used Mepps when nothing else would work, and it surely paid off."

Richard Karner
Dundee, MI

Shep,

"I have used other bucktails for years fishing Musky, but just started using Mepps this year. I have caught and released seven Muskies this year on Mepps ranging from 36 inches to 43½ inches. I'm getting rid of all my other bucktails and replacing them with Mepps... I want to thank you for the finest bucktail made."

Jerry Kelm
Fergus Falls, MN



As part of its 50th anniversary celebration, Mepps introduced its Special Angler's Kit this year. This special kit is designed to aid handicapped fishermen. Because it's weedless, those angler's who have disabilities don't have to worry about their lure hanging up before they can begin their retrieve. John Kopchik, Jr., (left) editor/publisher of Disabled Outdoors, and Dave Kangas, Shoreview, MN, are two handicapped anglers who enjoy fishing with Mepps. John sells the Mepps Special Angler's Kit through his publication. For more information, you can write him at: Disabled Outdoors, 5223 South Lorel Avenue, Chicago, Illinois 60638.

Spinner Baits *(continued from page 9)*

Bass, move out a little where the big sows may be hanging while the buck Bass prepare the nests. Make certain your line weight is heavy enough to handle not only the heavy cover in the area, but the thrashing of a hooked mama Bass. Water temps from 55 - 75 degrees leave Bass "feeling their oats" and you're sure to have a fight on your hands, a very memorable fight, too. Use fresh line and check drag before that first cast, then hold on 'cause the fun is just beginning!

During the summer months, Bass are apt to be found anywhere. Shallow coves, creeks, stump fields, vegetation and beneath piers are all favorite hangouts of old Big Mouth. Search shaded areas where water temperatures may be a little cooler. Don't overlook fishing deeper water as many big fish hold in deep water near submerged creeks, rivers, etc., before moving into the shallows. The Bass Killer can be very



Mepps fisherman, Mike Sheldon, Antigo, WI, released this chunky Largemouth after the photo session.

effectively worked in 15 - 25 foot depths. Try the adjustable blade model with the blades closed tight for a quicker fall in the deep water, then vary the depth of retrieve. If the Bass aren't on the bottom, they may be suspended and will "nail" the passing morsel in a New York minute! These deeper humps and ridges often produce heavy stringers of Bass.

Fall is one of the most productive spinner bait seasons of the year because, as in the spring, water temperatures once again become more comfortable to the Bass. Fall fish are frisky fish and a barrel of fun to catch. Look for Bass to be on or near main and secondary points, and in or near cover. Bass will be on an eating binge to store up fat for the approaching long, cold winter. They will be aggressive, so you can speed up retrieves. Always cast beyond the spot you think the fish are in and work your bait as close to the structure as possible. Once the Bass Killer has cleared the "strike zone" go ahead and "burn" the lure to the boat so you can make another cast in a probable strike zone. Keeping the lure in the most productive areas as

often as possible ensures better catches. If there is no cover to hold fish between bankline cover and the boat, then your lure will be coming through "dead water" half of the time. It's this dead water time you want to eliminate.

I hope these tips which I have gathered over many years of Bass fishing with some of the nation's best known Bass anglers will help you to streamline your angling attempts. Keep these tips in mind, or in your spinner bait box; and the next time you find yourself confused as to which style, size, color, etc., Bass Killer to choose, maybe they'll help.

But remember one thing, for every basic rule, there is an exception. You're sure to hear stories of other Bass fishermen who caught a real beauty on the "wrong" size or color. That's how it happens. Bass are as unpredictable as the weather, so carry a rainsuit and a good selection of Bass Killers and never be afraid to bend or break the standard rules. Experiment and become as versatile as the spinner baits you're using and I promise, your luck will improve!

Shep,

"I want to thank you for all the fantastic lures you're making. Without them, fishing wouldn't be that much fun. I'd like to mention that awesome spinner bait you manufacture — the Mepps Bass Killer — good job Mepps! Keep up the great work!"

Jason Billingham
Troy, NY

MEPPS TIP

When fishing for Largemouth Bass in high, warm muddy water, try a Musky Killer with a black or gold blade and bright colored bucktail. The blade's vibrations and bucktail pulsations help the Bass find the lure with their lateral lines, rather than sight.

Mark Myers
Perrysburg, OH



Trout

(continued from page 11)

fishermen can learn to cast very accurately with a five foot rod. However, a short rod is not the best for fighting a fish once it's hooked. I have used rods up to ten and a half feet long, and they work great for fighting big fish. Their flexibility prevents line breakage while their backbone aids the angler in keeping out of log-jams and other tangles. However, long rods can be difficult to cast in a small stream. A light action rod in the six to six and a half foot range is probably best for most Trout fishermen. I like four pound test line because it's easy to cast.

Trout fishermen make a lot of casts in a day, and lures have a tendency to roll and tumble in the current. Therefore, line loops and twisting have a tendency to develop on your reel. The reel you use can make quite a difference in the amount of problems you have. During the past couple seasons, I have used a small Zebco Quantum reel a number of times and it has been trouble free.

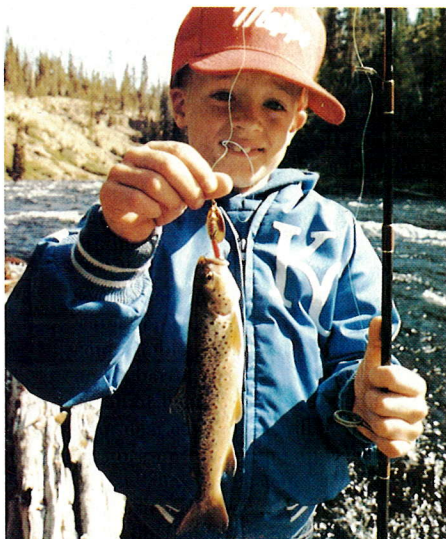
Big Trout often make powerful runs once they're hooked. I find it hard to have complete confidence in the drag on my reel. Therefore, I usually turn my reel handle backwards when a large fish makes a strong run. It makes me feel like I've got a better sense for what the fish is doing.

I truly enjoy all fishing no matter what species of fish I'm after. However, I think wading a Trout stream is my favorite. It's a real thrill to entice a sizeable Trout into striking my Mepps, fighting it 'til it's netted and then carefully releasing it as my thoughts turn to when I can come back and maybe fool the same Trout into hitting again.

Shep,

"I would like to tell you how much I have enjoyed using the Mepps #1 gold Aglia since I have caught so many Trout on it. It's great!"

Paul Spurling
Caldwell, ID



It probably won't be the biggest Brown Trout Derek Winski, son of Mike and Mary Winski, Antigo, WI, will ever catch, but it's one of his first and he's understandably proud. The fish took a #2 Aglia with a copper blade.



Dave Fuller, Spencerport, NY, is holding the seven pound eight ounce Slater Creek Brown Trout that fell for his #2 chartreuse Lightnin'.

Bass Killer Secrets To Keep You Catchin'

by Marc Wisniewski

Bass, Northern Pike, Musky. . . . Spring, Summer, Fall; how would you like a bait that will catch all these species during all seasons? If "yes" is the answer, then Mepps Bass Killers should be in your arsenal.

The Bass Killers are some of the most versatile lures in the Mepps line. They can be fished shallow, deep, or anywhere in between. Yet, try these few tricks to make them even more deadly.

Trailer-hooks are the first thing you must add to your tackle box. These are generally a long single hook with a large ringed eye. To keep them in place, cut some 1/4 inch long pieces of surgical tubing. They are slipped over the trailer-hook eye before it's attached to the Bass Killer's hook. The rubber tubing assures that the hook is always in position for a strike.

Most fishermen place the trailer-hook riding up (the same position as the Bass Killer's hook). This position is almost weedless and best for Bass. But, here's a tip for Pike and Musky anglers. Add your trailer-hook so it rides *down*. It will penetrate the lower jaw of the Pike or Musky, where the tissue is softer. You will be amazed at how many more "toothy critters" you will hook using this down position.

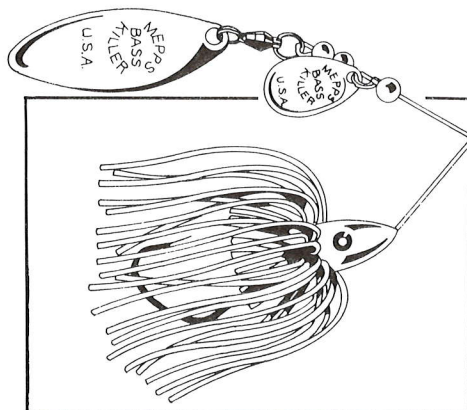
When do you use a trailer-hook? Its purpose is to catch short-striking fish. So, anytime the fish are not very aggressive and are hitting short. . . add a trailer! Also, I suggest adding a trailer whenever you are fishing a lake with a good Musky population. Muskies are notorious "followers" and a trailer can mean the difference between a "follow" and a hookup with Ole' Esos.

Adding various teasers to your Bass Killers can also mean more fish. Twister tails, pork frogs, plastic worms, and even live bait, fall into this category. Different trailers are used under a variety of situations.

A Mister Twister tail or worm added to the Bass Killer's Keeper worm hook makes the bait

completely snag-proof and adds irresistible, tantalizing action.

The addition of a pork frog can also prove tempting. But that's not all. A pork bait also adds resistance or "lift" to the lure. This can be crucial when a shallow or slow presentation is needed.



Fall fishing for Bass, Pike, or Musky, means larger than normal lures and baits. One of the deadliest baits this time of the year is a tandem Bass Killer tipped with a four to six inch Chub or Sucker. Hook it through the lips, adding rubber stoppers (dime size circles cut from an old innertube) to keep the baitfish in place. Fish

it slow over green weeds and at the weed-line. This technique can snare your biggest fish of the season.

There are times throughout the season when the fish are deep. Whether it's the deep edge of a weed-line or sand bar, or a deep sunken island. Most fishermen will change presentations under these conditions. But, with a slight alteration, the deadly Bass Killer can probe these depths, too. The deepest running Bass Killer is the adjustable blade single spin with the blade in the closed position.

For extra depth, carry a variety of rubber-core sinkers in various weights. These weights can be added to the Bass Killers wire shaft, between the lead head and the tie-on loop. With the additional weight, the Bass Killer will run to depths of 15 to 20 feet.

Try a few of these simple "tricks." They can be the key to taking those mid-summer Bass, Pike and Musky.

Shep,

"Mepps spinners have become a favorite among me and my fellow fishermen here in the Texas Panhandle. Thank you!"

Kane Barrow
Skellytown, TX



Photo by Marc Wisniewski.

There are any number of ways to "dress" a Bass Killer to make it more enticing. The author explains these methods in detail.



Photo by Marc Wisniewski.

"MATCHING THE HATCH" is a phrase coined many years ago by veteran fly fishermen. These anglers pay close attention to the insects hatching on the stream they are fishing. They then try to duplicate one of these insects with a fly pattern. The correct selection can mean the difference between success and failure. Trout and Salmon of the Great Lakes are no exception to these finicky habits, and the big water angler can take a lesson from this. Instead of insects, the Great Lakes fishermen should pay attention to the forage fish present. Baitfish sizes will not only vary from week to week in a specific area, but can vary from area to area on a given day. For the Mepps fisherman, this means being prepared by having your favorite Syclops available in several sizes and colors. Observe the forage fish and then pick the closest size and color. Matching the hatch or baitfish can mean the difference between a limit of Kings or Coho, and going home skunked.

On this day, which size Syclops would you have picked? If you said the #2, you would have "matched the hatch"!

Salmon (continued from page 15)
types complement each other: "Since fall Salmon can be really unpredictable, I cover all the bases," he said.

King Salmon from Lake Ontario currently are running larger than Salmon from the other Great Lakes, thanks to a solid forage base. Jack Buttino, a charter boat captain from Rochester, New York, says spring Kings averaged 18 to 22 pounds each last year and 25 to 29 pounds in the fall. Buttino, who operates Reel Fun Charters, fishes from the *Alyda*, a 26-foot Sea Ray, and has 15 years of trolling experience.

Spring Salmon action comes incidentally when he fishes shallow water (10 to 20 feet deep) for Trout with downriggers, straight lines and side planers. "When we hit a school of Kings," Jack said, "we cut down on the number of lines." Mepps spoons and spinners are key lures

for him, with red on gold and silver scale on silver the rated colors.

"Our fall program calls for reducing the number of lines and limiting leads to a few feet because of heavy boat traffic," Jack said. "That's the most productive way to catch these big Salmon (his best King weighed 38 pounds three ounces)."

Mepps spoons, then, figure importantly in the catching success of Salmon aces throughout the Great Lakes. They can increase the weight of your cooler, too. And don't forget to take a pocket tackle box full of Mepps spinners the next time you wade a river for Salmon or plan to spincast from pier or breakwall. From 1/18 ounce Ultra Lite Comets to 1-1/2 ounce Giant Killers, there is a Mepps spinner for every fishing job involving Salmon in the Great Lakes and its tributaries.

Editor's Note: Tom Huggler is one of the best-known authors on Great Lakes Salmon fishing. His recent books, "Fish Michigan—Great Lakes" and "Cannon's Guide to Freshwater Fishing with Downriggers" have set new standards for excellence on the subject.

Shep,

"I'm sure glad you came out with the new, weedless Comets. Believe me, Mepps is number one for me and my son! We wouldn't be caught dead using anything else. We keep a few 'brand X' lures for friends who haven't been converted yet, but they don't last long before they're lost, and they ask for a Mepps."

Charles Keevert
Elk City, OK



Dannis Kelly, Anchorage, AK, knows what it's like to catch big Salmon. This monster fell for a fluorescent Giant Killer, and Dannis had to carry it home like a sack of feed.

"I have better luck with Syclops spoons in the summer," Buttino said, "because they drop faster. That's also why I rig them closer to the weight than other spoons." Summer tactics call for running Syclops down from 40 to 80 feet (over 80 to 200 feet of water) and then cheating (stacking) with lighter hardware. Buttino either allows his cheater lines to slide, or he attaches them at various intervals on the downrigger cable with the aid of a swivel/snap and a half-hitch rubber band (you must put both the original monofilament and the rubber band through the snap in order to hold it at the desired depth). It is not unusual to run three or four stacked offerings on a single line with this method.

MEPPS TIP

When putting new tail light bulbs in your boat trailer at the start of fishing season, put grease on the base of the bulbs and the socket. This way they will not rust in the sockets.

Robert Polczynski
Milwaukee, WI



This bright Lake Michigan Steelhead nailed Dan Hudnall's, Hammond, IN, #2 silver Syclops last summer. The Steelie weighed in at 12 pounds, a bragging size fish for anyone.

Spinning For Stream Steelies

You can talk about fly fishing, spawn bags, lite-lining, live bait, wooly worms and just about any other method of fishing man has devised, but nothing is more effective for stream Steelhead than the Mepps spinner.

In fact, I like to call the Mepps #5 silver Aglia, "The Mepps #5 Steelhead Killer." This single Mepps spinner has produced more Steelhead for me than all the other baits in my tackle box combined...and that includes both artificial and processed Salmon eggs.

Although my favorite is the Aglia, Aglia Longs in sizes two, three and four become very productive when water is high, and currents are fast. The Comet also produces well and its advantage, of course, is its interchangeable hook feature. If you're fishing rivers where no treble hooks are allowed, a single hook can be attached with a flick of the wrist. No one else offers this patented feature...only Mepps.

Regardless of the Mepps you select, there's a few basic stream fishing tactics to keep in mind. Stream fishing requires patience. It also requires you to be able to "read the stream."

Look for sunken logs or large rocks that will provide protection for the fish. Polarized sunglasses are a must. If you can spot the fish on their redds (spawning beds), your chances of success are much greater.

Once you do spot fish, or a likely holding spot, approach cautiously until you are directly out, or slightly downstream from that area. Cast your spinner at about a 45° angle upstream and slightly beyond the holding area. As you reel, let the spinner work its way downstream naturally. The flash and vibration of the Mepps blade will entice even the most wary stream Steelhead into striking.

If you're more familiar with spoons than spinners, you may want to try a #1 or #2 Mepps Syclops. Again, I've found the genuine silver plating on these spoons to produce more than their share of stream Steelhead. Gold will work, and it will work well. But, my personal favorites are (see page 28) the SY1 S/FL, and SY2 CG. With ten reflective surfaces, even when the water is muddied, the powerful river run Steelhead can't help but manage to see this bait.

Mepps Takes To The Sea

Every year, more saltwater anglers, like so many freshwater fishermen, are turning to Mepps. And, for good reason. Mepps spinners and spoons are proving themselves not only in coastal rivers, sounds and inlets, but also offshore where Mepps are cast, jigged or fished with downriggers.

In the Gulf states, Mepps anglers are taking Redfish, Speckled Trout and big Tarpon on #4 and #5 Mepps spinners; #1 and #2 Syclops; or the weight forward Lusox tipped with a Mister Twister tail. Atlantic Blues and Stripers are also falling to Mepps.

In the brackish (mixed salt and fresh) water found along our east coast, Mepps fishermen are wading the sounds and rivers while casting a variety of larger Mepps spinners and taking Flounder, Croaker, Red Drum, Speckled Trout and Bluefish.

Blues, when in the shallows, are falling prey to saltwater anglers wading sand bars and casting spinners along the drop-offs. The Mepps Mino has proven tremendously effective. Flounder are particularly vulnerable to the Mino when it's cast parallel to a drop-off into water only a couple of feet deep.

When fishing Mepps offshore, cast around weedlines or other floating structures. Remember, on calm, hot summer days, fish do not feed actively. They seek out shade and cooler water, or go deep.

Shaded weedlines can be fished effectively with Mepps Combo Killers. A silver Comet Combo tipped with a yellow Mister Twister tail is deadly on Dolphin. Because it's weedless, the Combo can be cast into the middle of the weeds, simulating a fleeing baitfish. Remember, vary your retrieve; reel fast and erratic. Not even thick sargassum weed can impair the action of the Combo Killer.

The #3 Syclops with a white Teazer tail is especially effective when attached to a downrigger and trolled slow and deep. It's a sure producer of Bonita, Wahoo, Tuna, King Fish, Barracuda and other bottom dwelling species. The brilliant flash of its ten reflective surfaces and tantalizing Teazer tail make it irresistible. Mepps Spoons, #3 with rainbo scale, can also be dynamite.



Dennis Zuck, Rising Sun, MD, shows off his 10 pound plus Striper.

Wallop-Breaux Threat Seen

Although you may not realize it, every time you buy a Mepps spinner, you are making a contribution to increase sport fishing opportunities through the Sport Fish Restoration Program. Tackle manufacturers commonly refer to this program as the Wallop-Breaux Amendment, after the legislators that developed it.

The program was developed as a "User Pays-User Benefits" fund. Anglers and boaters are the users of our country's water resources. Anglers and boaters also help those resources by paying a tax on various tackle items, motor boat fuel and duties on imported tackle and boats.

The original intention of the law was that these tax dollars be invested to improve and develop those water resources used by fishermen. All of the money in the Wallop-Breaux Fund comes from taxes fishermen pay. Anglers can be proud of the fact they are returning something to water resources. None of the funding comes from other taxpayers who may not have an interest in fishing. Fishermen are paying their own way. Although the amount of tax you pay on a single item may not be much, it is estimated that the tax raised \$170 million during 1987. This money was distributed throughout the United States to create more fishing opportunities. Money from this fund has been used in many ways. Habitat improvement, construction of hatcheries, development of fish spawning grounds, building of boat landings and even the creation of new lakes are just some of the benefits fishermen have derived.

Since many fishermen don't realize they are providing a contribu-

tion to fishing, the danger is always present that money could be taken away from the fund without their realizing it. Some government officials are considering doing this. Because of the huge federal budget deficit, the government is looking for any possible way it can get more money. So, the Office of Management and Budget would like to take \$25 million of the Wallop-Breaux Fund and put it into other places. The government will probably try to make this proposal sound reasonable by agreeing to put the money into other natural resource areas. However, there is no denying the original intent of the tax was to put it directly back into Sport Fish Restoration projects. This self-funding program should not be changed or destroyed to help "bail out" other areas of inefficiency within the government.

Individual fishermen and fishing clubs should be concerned enough to make their opinions heard. Ask your local fish manager how Wallop-Breaux funds are being spent in your state. You can also have some input, through your fish manager, by expressing your opinion on issues or projects you feel are important. Let your congressmen and senators know you want the money fishermen pay in the form of a tax on fishing equipment to be used for Sport Fish Restoration projects alone.

The Sport Fishing Institute, 1010 Massachusetts Avenue, N.W. (Suite 100), Washington, D.C. 20001, is continually working to insure your tax money is being spent as it was intended. It would also be wise to let them know your feelings and to support them in any way possible.

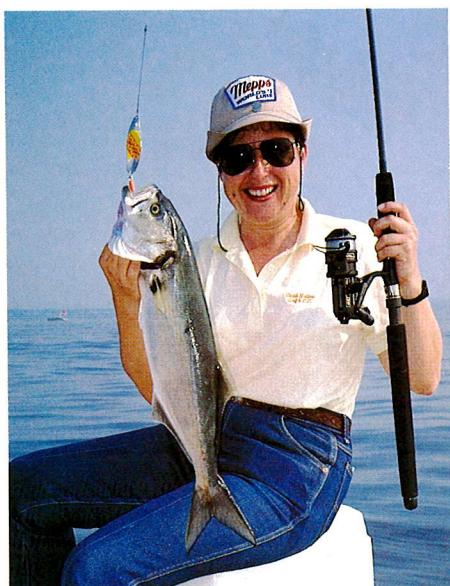


Striper fishermen are also reporting excellent catches of big Stripers when trolling deep with Mepps Striper Killers, or Giant Killers in hot white or hot chartreuse. Twenty to thirty pound fish are fairly common. When the Stripers come to the surface in spring and late summer to feed on Shad schools, a #5 Mepps red and white Aglia dressed with a white tail and retrieved with the rod tip held high can be especially deadly; as can a #3 silver Syclops tipped with a white Mister Twister tail.

Shep,

"I would just like to say that out of all the spinner baits I have used, I have the most confidence in Mepps. I know that Mepps would not sell a product if it wasn't top quality."

Robert J. Willwerth
Medford, NJ



Outdoor writer, Gini McKain, with a fine Bluefish caught on a Mepps Syclops.

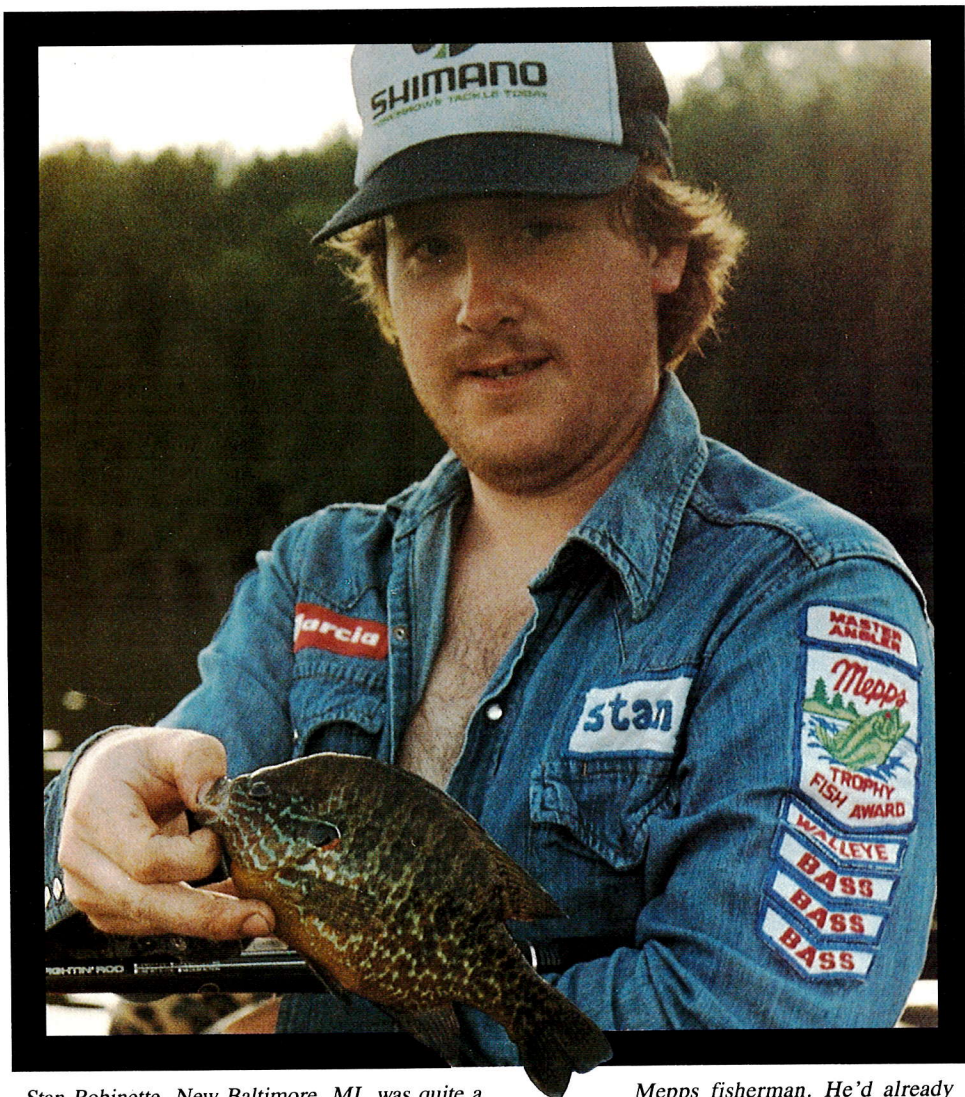
On days with a small chop, try drifting while deep jigging for King Mackerel or Wahoo with the Giant Lusox. Even reluctant feeders can't resist its fluorescent colors. The single hook model is especially effective when tipped with baitfish and retrieved with a slow, steady jigging action.

No matter which Mepps you choose for your particular kind of saltwater angling, remember to wash each lure carefully with fresh water following a day of saltwater fishing, even if the water is brackish. Dry them carefully before storing them in your tackle box.

MEPPS TIP

To keep your supply of wire leaders straight in your tackle box, and free from twisting, tangling, nicks and abrasions, slip each wire leader into a plastic soda straw.

Stan Machura
Westchester, IL



Stan Robinette, New Baltimore, MI, was quite a fisherman. He'd already earned his Master Angler patch and was working towards his goal as a Mepps Expert Fisherman when his wife, Lanette, wrote to tell us he'd lost his life in an automobile accident. "Nothing excited him more than to send in a picture and get his patch back ..." she wrote. "He named his son, Sheldon, after you guys." So, this photo is for Sheldon who's not quite two years old yet. Your dad loved the out-of-doors, we hope you follow in his footsteps.

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Curt Dills, Mepps representative in the West, was so proud of the banner he had made for the 1987 Sierra Grand Trout Spectacular that he just had to have his picture taken with it. You'll also find a picture of Curt and his son, Mike, on page 8.



Interest in the Mepps Fishing Guide Art Gallery by youngsters of all ages has prompted us to divide these young artists into three age groups:

Group I Age 7 thru 10

Group II Age 11 thru 14

Group III Age 15 thru 18

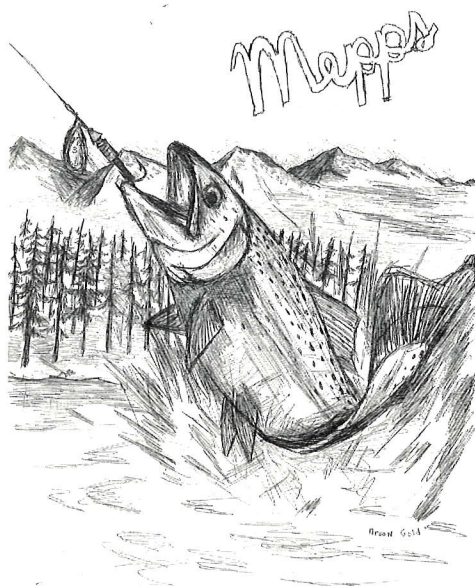
The drawing at the left is for the seven to ten year old artists. If you're in that age group, see if you can draw this Mepps-caught fish. The artist whose drawing most resembles the illustration will be the winner. The drawing will be published in next year's Fishing Guide, and the young artist will receive a free Mepps cap and T-shirt.

Mepps artists in the remaining two age groups (groups II and III) must submit a drawing of their own creation. Those whose drawings are selected for publication from these two groups will receive a free Mepps lure kit.

Don't forget, we need your:

1. Name
2. Age
3. Complete address (including zip code)
4. Name of your local newspaper

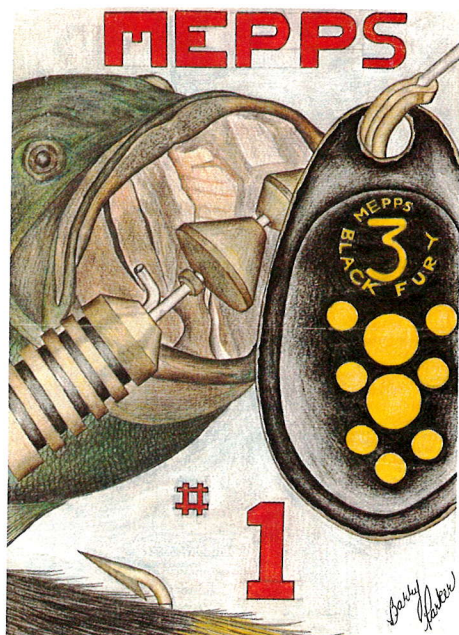
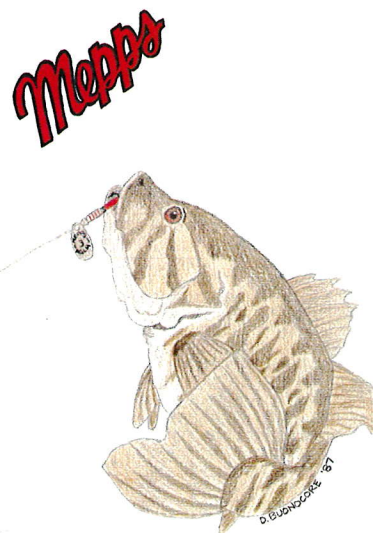
From the Mepps[®] Art Gallery ...



"I have tried other lures and have always caught the best fish with Mepps," writes Orson Gold of Pinesdale, MT.

"Please take a look at my picture and see what you think..." Orson, we think it's terrific.

Dom Buonocore, Jr., is a fifteen year old Smallmouth fisherman from Middlesex, NJ. He tells us at first he was "skeptical" of using Mepps for Smallmouth. Yet, "Soon after, I was convinced I had a winner." Well Dom, we think your Smallmouth drawing is a winner, and here it is.



Barry Parker, Caro, MI, sent us this original drawing of a Largemouth ready to inhale a #3 Mepps Black Fury. We liked his approach and thought you might like looking at it, too.

Thirteen year old Jason Dominiak of Chicago, IL, wrote and told us, "I love fishing, especially with some of your lures." We like your artwork Jason.



"I think Mepps is the best," writes fifteen year old Tim Fuller of Marengo, IL. "I'm in art class and love to draw. So, I hope you like my picture." We think, Tim, it's one of the best pictures of a Northern Pike ready to nail a Mepps we've ever seen.



Shep's Message (continued from page 2) to give them a try." Todd finally fished them in 1951 when he was having a bad day on the famous, wild Wolf River. He had fished almost all day without a hit. He dug through his tackle box and tied on a badly tarnished #3 Mepps Aglia. To his astonishment, he creeled four Trout totalling more than 12 pounds within two hours. Todd had become a Mepps fan.

He began to stock the lure in his sport shop. He couldn't get enough. The GI who had given Todd his first spinner was acquainted with a French girl, who sent Mepps spinners to him in exchange for nylon stockings. But the Mepps were selling faster than the woman was wearing out stockings, so Todd began purchasing them direct from the French factory.

The spinner's reputation grew. By the autumn of 1954, filling the demand for Mepps was taking so much of Todd's time, he sold his sport shop to devote all his attention to Mepps. What began in a 10 square foot room at the back of a sport shop, has grown to become one of the most respected tackle companies in the world, occupying a 48,000 square foot corporate headquarters in Antigo, Wisconsin. In the 50 years since the first Mepps was invented, approximately 350,000,000 have been sold. Each year millions of Mepps find a home in the tackle boxes of experienced and novice anglers alike.

Today, what started out as seven Mepps Aglias in a simple salesman's display case, has grown into the world's #1 fishing lure. We're mighty proud of that. We're also proud of the millions of loyal fishermen who swear by Mepps. The 88 present and former world and state

records are recorded proof of their effectiveness.

Get a good sharp photo of your next Mepps catch and send it my way; it's possible we could use it in our Fishing Guide. I always enjoy hearing from a fellow Mepps angler. You can feel free to "cast me a line" anytime.

J. Layton Shepherd

Shep,

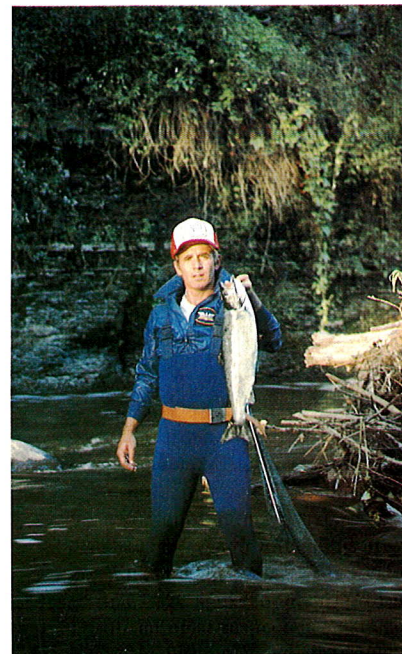
"My husband enjoys fishing a lot — even more so when he catches a qualifying entry for the Mepps Angler Awards program. Thanks for the program, it gives us an incentive to use our Mepps to catch the biggest of all types of fish!"

Diane Woidan
Grand Rapids, MI

Shep,

"Your spinner baits are excellent, and will be fishing 21 tournaments with me this year. And, just for the record, yesterday I won the annual Capital District Bassmasters Pike Tournament with a white Mepps spinner bait."

Ed Noonan
Saratoga Springs, NY



Ed Monsoor is an ultra lite fishing enthusiast. His organization, TroutMaster International, is dedicated to the promotion of catching big fish on light tackle. Ed has caught line class record fish, like this seven pound one ounce Atlantic Salmon, on two pound test line. If you're an ultra lite enthusiast, Ed can be contacted at: TroutMaster International, P.O. Box 547, Latham, New York 12110.

FILLET FISH EFFORTLESSLY

by Slim Williams, Mister Twister Fishing Advisor

Catchin' fish is fun, and so is cooking and eating good Crappie, Bass, Walleye or other fish filets. But it's no fun looking at a mound of fish to clean. So, check out this new method of cleaning and filleting fish.

Called the "Electric Fisherman", it's a very special electric fillet knife. It turns a chore into a pleasure. It features a super powerful motor that runs at the correct speed for cutting fish flesh. Specially serrated blades easily slice fillets and skin fish. The curly cord stays out of the way. It has a comfortable grip, a safety switch and it's 24 ounces light.

You can clean a mess of fish in no time. Want more information on the "Electric Fisherman"? Or, any other Mister Twister fishing products? Then send a postcard to: Slim Williams' Tackle Tips, Mister Twister, Dept. FG88, P.O. Drawer 996, Minden, Louisiana 71058-0996.

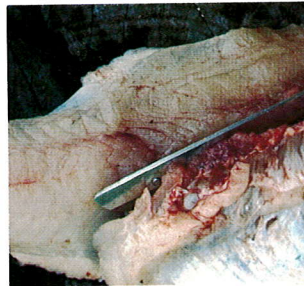
THREE SIMPLE FISH FILLETING STEPS



1. Cut behind the gill cover, down to the backbone.
2. Turn the knife and follow the side of the backbone all the way to the tail. The ribs will be cut off and be in your slab of meat at this point.

3. Cut the ribs out of fillet as shown and remove the skin.

You've now cleaned your fish in half the normal time and much easier. **While holding the fish, always cut away from your hand and body.**



Fisherman, City & State	Fish Species	Weight	Fisherman City & State	Fish Species	Weight
Lawrence Hudnall Hammond, IN	Sheefish	53 lb. 0 oz.	Robert Neals Glenwood, NJ	Largemouth Bass	8 lb. 3 oz.
Ramon Gonzalez Alexandria, VA	Arctic Char	9 lb. 2 oz.	Michael Woodward Rome, NY	Smallmouth Bass	5 lb. 4 oz.
Ramon Gonzalez Alexandria, VA	Sockeye Salmon	11 lb. 2 oz.	Buddy Garten New Bern, NC	Seatrout	12 lb. 0 oz.
Ramon Gonzalez Alexandria, VA	Pink Salmon	9 lb. 2 oz.	James M. Luchan Ambridge, PA	Bluegill	1 lb. 7 oz.
Ted Schaeffer Omaha, AR	White Bass	2 lb. 15 oz.	Donald Weaver Morgadore, OH	Muskellunge	29 lb. 8 oz.
Art Nygard S. Lake Tahoe, CA	Brook Trout	4 lb. 12 oz.	David Strait III McConnellsburg, PA	Bluegill	1 lb. 0 oz.
Brian Hoffman Morrison, CO	Largemouth Bass	7 lb. 1 oz.	James Franklin Youngsville, PA	Northern Pike	18 lb. 4 oz.
Paul Diprima Rome, GA	Rainbow Trout	3 lb. 9 oz.	Keith Arnold Youngsville, PA	Brown Trout	9 lb. 2 oz.
Ron Kutilek Downers Grove, IL	Largemouth Bass	9 lb. 3 oz.	Antonio Franklin Cuba, NM	White Bass	3 lb. 0 oz.
Kenneth Collison Bluffs, IL	Bluegill	1 lb. 11½ oz.	Dave Jagim Pierre, SD	Northern Pike	20 lb. 12 oz.
Ralph J. Ricci Des Plaines, IL	King Salmon	24 lb. 1 oz.	Jerry Bettcher Rapid City, SD	Rainbow Trout	6 lb. 12 oz.
Brad Braddock Spencer, IA	Crappie	2 lb. 0 oz.	Steve Goodroe St. Albans, VT	Yellow Perch	1 lb. 5½ oz.
Jerry Lauer Independence, IA	Rainbow Trout	18 lb. 2 oz.	John Lewkiewicz Baltimore, MD	Smallmouth Bass	4 lb. 0 oz.
Wayne Morey, Sr. Waterville, ME	Chain Pickerel	4 lb. 10 oz.	Jim Sweet S. Milwaukie, WI	Smallmouth Bass	5 lb. 3 oz.
Wayne Morey, Sr. Waterville, ME	Brook Trout	3 lb. 7 oz.	Norman Moore Mills, WI	Largemouth Bass	5 lb. 6 oz.
Roger Pyzocha Ludlow, MA	Chain Pickerel	6 lb. 6 oz.	Michael McGinn Broomfield, CO	Rainbow Trout	6 lb. 2 oz.
Dennis Sheridan Flushing, MI	Northern Pike	17 lb. 2 oz.			



Mepps spinners have caught more record fish in the *Field & Stream* and *Sports Afield* contests than any other lure.

Species Eligible by State and Qualifying Minimum Weights - 1987

ALABAMA: Largemouth Bass-7; Bluegill-15; Smallmouth Bass-4; Crappie-2; Spotted Bass-4; Redear Sunfish-15; Striped Bass-15; Channel Catfish-10; White Bass-2; Blue Catfish-35
Channel Bass-10; Spanish Mackerel-6; Striped Bass-15; Atlantic Sailfin-45; Cobia-30; Spotted Seatrout-5; Black Grouper-20; Red Snapper-20; King Mackerel-20; Tarpon-50
ALASKA: Northern Pike-15; Lake Trout-20; Sheefish-25; Rainbow Trout-8; Brook Trout-3; Arctic Char-6; Cutthroat Trout-3; Arctic Grayling-3; Dolly Varden Trout-4
Pacific Halibut-100; Pink Salmon-8; Coho Salmon-15; Sockeye Salmon-10; King Salmon-40; Chum Salmon-8
ARIZONA: Largemouth Bass-5; Channel Catfish-10; Smallmouth Bass-4; Northern Pike-10; Striped Bass-15; Walleye-5; White Bass-25; Brown Trout-5; Crappie-2; Rainbow Trout-5
ARKANSAS: Largemouth Bass-6; Striped Bass-12; Smallmouth Bass-3; Crappie-2; Spotted Bass-3; Walleye-6; White Bass-2; Brown Trout-6; Bluegill-1; Rainbow Trout-6
CALIFORNIA: Largemouth Bass-6; White Bass-2; Smallmouth Bass-4; Striped Bass-10; Striped Bass-20; Brook Trout-3; Channel Catfish-10; Brown Trout-7; American Shad-5; Rainbow Trout-6
Pacific Albacore-30; Lingcod-25; Pacific Barracuda-10 Striped Marlin-175; Kelp Bass-7; Coho Salmon-15; White Sea Bass-35; King Salmon-30; California Halibut-25 Pacific Yellowtail-30
COLORADO: Largemouth Bass-4; Northern Pike-9; Smallmouth Bass-2; Walleye-6; White Bass-2; Brown Trout-6; Crappie-15; Cutthroat Trout-3; Channel Catfish-10; Rainbow Trout-4
CONNECTICUT: Largemouth Bass-5; Northern Pike-10; Smallmouth Bass-4; Kokanee Salmon-25; Crappie-2; Brook Trout-2; White Catfish-4; Brown Trout-5; Chain Pickerel-5; Rainbow Trout-4
DELAWARE: Largemouth Bass-5; Chain Pickerel-4; Smallmouth Bass-2; Brook Trout-2; Bluegill-1; Brown Trout-25; Crappie-15; Rainbow Trout-2; Yellow Perch-1
Channel Bass-15; Atlantic Croaker-3; Sea Bass-2; Summer Flounder-10; Striped Bass-10; Seatrout-10; Bluefish-14; Northern Whiting-1
FLORIDA: Largemouth Bass-7; Redbreast Sunfish-1; Striped Bass-3; Redear Sunfish-2; Bluegill-15; Channel Catfish-10; Crappie-2; Chain Pickerel-4
Channel Bass-10; Pompano-2; Bonnetfish-4; Atlantic Sailfin-45; Southern Flounder-2; Spotted Seatrout-5; Black Grouper-20; Snook-8; King Mackerel-20; Tarpon-50
GEORGIA: Largemouth Bass-6; Crappie-2; Smallmouth Bass; Redear Sunfish-1; Spotted Bass-5; Channel Catfish-10; White Bass-2; Chain Pickerel-4; Bluegill-1; Trout (all species)-2
Channel Bass-12; King Mackerel-20; Striped Bass-10; Spanish Mackerel-6; Bluefish-6; Spotted Seatrout-4; Cobia-30; Sheepshead-3; Black Drum-20; Tarpon-50
HAWAII: Largemouth Bass-4; Channel Catfish-10; Smallmouth Bass-2; Rainbow Trout-2; Bluegill-1; Tuna-4
Amberjack-30; Mo'i-3; Pacific Barracuda-8 Oceanic Skipjack-20; Bonnetfish-8; Ulu-40; Dolphin-40; Yellowfin Tuna-150; Blue Marlin-300; Mahoe-45

IDAHO: Largemouth Bass-4; Brown Trout-6; Smallmouth Bass-3; Cutthroat Trout-3; Channel Catfish-10 Lake Mackinaw Trout-12; Chinook Salmon-15; Rainbow Trout-5; Brook Trout-2; Steelhead Trout-15
ILLINOIS: Largemouth Bass-5; Channel Catfish-10; Smallmouth Bass-35; Northern Pike-15; White Bass-2; Walleye-6; Bluegill-15; Chinook Salmon-15; Crappie-2; Coho Salmon-9
INDIANA: Largemouth Bass-5; Channel Catfish-10; Smallmouth Bass-3; Flathead Catfish-20; White Bass-2; Northern Pike-10; Bluegill-1; Chinook Salmon-15; Crappie-2; Coho Salmon-9
IOWA: Largemouth Bass-2; Bullhead-2; Smallmouth Bass-4; Northern Pike-10; Bluegill-1; Walleye-6; Crappie-2; Yellow Perch-1; Channel Catfish-10 Trout (all species)-3
KANSAS: Largemouth Bass-5; Crappie-2; Smallmouth Bass-3; Channel Catfish-10; Striped Bass-15; Flathead Catfish-25; White Bass-2; Walleye-6; Bluegill-1; Northern Pike-10
KENTUCKY: Largemouth Bass-5; Crappie-2; Smallmouth Bass-3; Redear Sunfish-1; Spotted Bass-25; Channel Catfish-10; White Bass-2; Walleye-4; Bluegill-1; Muskellunge-15
LOUISIANA: Largemouth Bass-6; Bluegill-1; Spotted Bass-3; Crappie-2; Striped Bass-15; Redear Sunfish-1; White Bass-2; Channel Catfish-10; Warmouth Bass-1; Chain Pickerel-4
Channel Bass-15; White Marlin-80; Cobia-30; Atlantic Sailfin-45; Dolphin-35; Spotted Seatrout-5; Southern Flounder-5; Red Snapper-15; Blue Marlin-200; Tarpon-75
MAINE: Largemouth Bass-5; Landlocked Salmon-6; Smallmouth Bass-4; Brook Trout-3; White Perch-2; Brown Trout-6; Chain Pickerel-3; Lake Trout-12; Atlantic Salmon-12; Rainbow Trout-5
Stripped Bass-30; Halibut-150; Cod-30; Atlantic Mackerel-4; Cunner-2; Atlantic Pollock-20; Winter Flounder-4; Shad-6; Haddock-12; Bluefin Tuna-500
MARYLAND: Largemouth Bass-5; Chain Pickerel-4; Smallmouth Bass-3; Carp-15; Bluegill-1; Brook Trout-2; Crappie-1; Brown Trout-25; Channel Catfish-8; Rainbow Trout-25
Channel Bass-20; Summer Flounder-7; Sea Bass-4; White Perch-1; Striped Bass-7; Northern Pike-10; Bluefish-14; Seatrout-7; Atlantic Croaker-4; Shad-4
MASSACHUSETTS: Largemouth Bass-5; Shad-6; Smallmouth Bass-3; Brook Trout-2; Yellow Perch-15; Brown Trout-6; Chain Pickerel-4; Lake Trout-7; Northern Pike-10; Rainbow Trout-4
Stripped Bass-15; Atlantic Mackerel-3; Bluefish-14; Atlantic Pollock-20; Cod-25; Tautog-8; Summer Flounder-5; Bluefin Tuna-300; Winter Flounder-2; Weakfish-8
MICHIGAN: Largemouth Bass-5; Chinook Salmon-15; Smallmouth Bass-4; Coho Salmon-9; Walleye-6; Brook Trout-2; Muskellunge-15; Lake Trout-16; Northern Pike-15; Steelhead Trout-14
MINNESOTA: Largemouth Bass-5; Chinook Salmon-15; Smallmouth Bass-3; Coho Salmon-7; Walleye-6; Brook Trout-2; Muskellunge-15; Brown Trout-4; Northern Pike-12; Rainbow Trout-4
MISSISSIPPI: Largemouth Bass-5; Crappie-2; Striped Bass-10; Redear Sunfish-1; White Bass-2; Channel Catfish-10; Bluegill-1
Channel Bass-10; Spanish Mackerel-5; Gafftopsail Catfish-3 Atlantic Sailfin-35; Cobia-30; Spotted Seatrout-5; Southern Flounder-5; Tarpon-50; King Mackerel-25; Tripletail-15

MISSOURI: Largemouth Bass-6; Channel Catfish-10; Smallmouth Bass-3; Flathead Catfish-20; White Bass-25; Walleye-7; Bluegill-1; Brown Trout-4; Crappie-2; Rainbow Trout-4
MONTANA: Largemouth Bass-4; Brown Trout-5; Channel Catfish-8; Cutthroat Trout-3; Northern Pike-15; Dolly Varden Trout-12; Paddletail-75; Lake Trout-15; Kokanee Salmon-25; Rainbow Trout-4
NEBRASKA: Largemouth Bass-5; Channel Catfish-10; Smallmouth Bass-3; Northern Pike-10; Striped Bass-10; Walleye-8; White Bass-2; Sauger-3; Bluegill-1; Rainbow Trout-5
NEVADA: Largemouth Bass-5; Brook Trout-2; Striped Bass-15; Brown Trout-5; Crappie-2; Flathead Trout-7; Channel Catfish-10; Lake Trout-15; Kokanee Salmon-3; Rainbow Trout-5
NEW HAMPSHIRE: Largemouth Bass-5; Landlocked Salmon-7; Smallmouth Bass-4; Brook Trout-2; Bullhead-2; Brown Trout-5; Chain Pickerel-4; Lake Trout-10; Coho Salmon-10; Rainbow Trout-4
NEW JERSEY: Largemouth Bass-5; Chain Pickerel-4; Smallmouth Bass-4; Shad-6; Bluegill-1; Brook Trout-2; Crappie-2; Brown Trout-6; Yellow Perch-15; Rainbow Trout-4
Sea Bass-4; Atlantic Pollock-20; Striped Bass-30; Northern Pike-3; Bluefish-15; Seatrout-8; Cod-30; Tautog-10; Summer Flounder-8; Bluefin Tuna-200
NEW MEXICO: Largemouth Bass-5; Walleye-5; White Bass-2; Northern Pike-10; Bluegill-1; Brown Trout-5; Crappie-2; Cutthroat Trout-25; Flathead Catfish-20; Rainbow Trout-5
NEW YORK: Largemouth Bass-5; Landlocked Salmon-8; Smallmouth Bass-4; Brook Trout-3; Walleye-7; Brown Trout-7; Muskellunge-20; Lake Trout-15; Northern Pike-15; Rainbow Trout-6
Sea Bass-4; Winter Flounder-2; Striped Bass-25; Atlantic Pollock-10; Bluefish-14; Northern Pike-3; Cod-5; Mako Shark-150; Summer Flounder-5; Bluefin Tuna-250
NORTH CAROLINA: Largemouth Bass-6; Redbreast Sunfish-1; Striped Bass-15; Flathead Catfish-20; White Bass-2; Brook Trout-1; Bluegill-1; Brown Trout-2; Crappie-2; Rainbow Trout-2
Channel Bass-20; Blue Marlin-200; Bluefish-10; White Marlin-50; Dolphin-25; Atlantic Sailfin-35; King Mackerel-30; Spotted Seatrout-6; Spanish Mackerel-4; Whiting-2
NORTH DAKOTA: Largemouth Bass-5; Walleye-8; White Bass-2; Yellow Perch-15; Crappie-2; Chinook Salmon-10; Channel Catfish-10; Brown Trout-4; Northern Pike-15; Rainbow Trout-5
OHIO: Largemouth Bass-5; Channel Catfish-10; Smallmouth Bass-3; Walleye-7; White Bass-2; Muskellunge-15; Bluegill-1; Chinook Salmon-15; Crappie-2; Coho Salmon-9
OKLAHOMA: Largemouth Bass-5; Crappie-2; Smallmouth Bass-3; Blue Catfish-15; Spotted Bass-3; Channel Catfish-10; Striped Bass-10; Walleye-6; White Bass-2; Rainbow Trout-5
OREGON: Largemouth Bass-5; Brook Trout-3; Smallmouth Bass-4; Brown Trout-6; Crappie-2; Lake Trout-12; Coho Salmon-10; Rainbow Trout-5; King Salmon-20; Steelhead Trout-12
Albacore-20; Lingcod-20; Striped Bass-20; Shad-6; Winter Flounder-7; Surf Perch-3; Pacific Halibut-50

PENNSYLVANIA: Largemouth Bass-5; Northern Pike-15; Smallmouth Bass-4; Coho Salmon-10; Bluegill-1; Brook Trout-2; Walleye-6; Brown Trout-5; Muskellunge-20; Rainbow Trout-5
RHODE ISLAND: Largemouth Bass-5; Northern Pike-10; Smallmouth Bass-4; Brook Trout-2; Yellow Perch-15; Brown Trout-3; Chain Pickerel-4; Rainbow Trout-3
Stripped Bass-20; Atlantic Pollock-15; Bluefish-12; Mako Shark-150; Atlantic Mackerel-3; Swordfish-300; Weakfish-6; Tautog-10; White Marlin-70; Bluefin Tuna-250
SOUTH CAROLINA: Largemouth Bass-6; Redbreast Sunfish-1; Striped Bass-15; Redear Sunfish-1; White Bass-2; Channel Catfish-15; Bluegill-1; Chain Pickerel-4; Crappie-2; Rainbow Trout-2
Channel Bass-15; King Mackerel-20; Sea Bass-4; Spanish Mackerel-3; Bluefish-5; Spotted Seatrout-4; Black Drum-40; Spot-1; Summer Flounder-8; Whiting-15
SOUTH DAKOTA: Largemouth Bass-5; Walleye-6; White Bass-2; Yellow Perch-15; Bluegill-1; Northern Pike-15; Crappie-2; Brown Trout-5; Channel Catfish-10; Rainbow Trout-4
TENNESSEE: Largemouth Bass-5; Crappie-2; Smallmouth Bass-4; Channel Catfish-10; Striped Bass-15; Walleye-6; White Bass-2; Brown Trout-7; Bluegill-1; Rainbow Trout-5
TEXAS: Largemouth Bass-5; Striped Bass-15; Smallmouth Bass-3; Crappie-2; Spotted Bass-4; Blue Catfish-20; White Bass-2; Channel Catfish-10; Bluegill-1; Flathead Catfish-25
Channel Bass-15; Spanish Mackerel-8; Atlantic Croaker-3 Atlantic Sailfin-45; Black Drum-40; Spotted Seatrout-5; Southern Flounder-4; Sheepshead-8; King Mackerel-20; Tarpon-50
UTAH: Largemouth Bass-4; Brown Trout-10; Crappie-15; Cutthroat Trout-4; Channel Catfish-8 Lake Mackinaw Trout-12; Walleye-6; Rainbow Trout-5; Brook Trout-4; Rocky Mt. Whitefish-2
VERMONT: Largemouth Bass-5; Landlocked Salmon-4; Smallmouth Bass-35; Coho Salmon-9; Walleye-6; Brook Trout-6; Yellow Perch-15; Lake Trout-10; Northern Pike-10; Rainbow Trout-4
VIRGINIA: Largemouth Bass-6; Crappie-2; Smallmouth Bass-4; White Perch-1; Striped Bass-15; Brook Trout-2; White Bass-2; Brown Trout-2; Bluegill-1; Rainbow Trout-5
Channel Bass-30; Dolphin-15; Sea Bass-4; Black Drum-55; Striped Bass-20; Southern Flounder-6; Bluefish-15; White Marlin-25; Cobia-30; Seatrout-8
WASHINGTON: Largemouth Bass-5; Cutthroat Trout-6; Smallmouth Bass-4; Cutthroat (Seam)-3; Crappie-2; Rainbow Trout-6; Walleye-7; Steelhead Trout-15; Brook Trout-3; Rocky Mt. Whitefish-2
Albacore-20; Coho Salmon-15; Pacific Halibut-40; King Salmon-30; Ling Cod-20; Pink Salmon-8; Surf Perch-3; Shad-7; Black Rockfish-6
WEST VIRGINIA: Largemouth Bass-5; Walleye-5; Smallmouth Bass-3; Muskellunge-15; White Bass-2; Brook Trout-1; Bluegill-1; Brown Trout-3; Channel Catfish-8; Rainbow Trout-3
WISCONSIN: Largemouth Bass-5; Chinook Salmon-15; Smallmouth Bass-35; Coho Salmon-9; Walleye-6; Brook Trout-2; Muskellunge-15; Brown Trout-5; Northern Pike-10; Rainbow Trout-4
WYOMING: Largemouth Bass-4; Cutthroat Trout-4; Walleye-6; Golden Trout-2; Ling (Burbot)-10; Lake Mackinaw Trout-15; Brook Trout-3; Rainbow Trout-4; Brown Trout-6; Arctic Grayling-2



Official Entry Blank Sports Afield State Fishing Awards

These annual awards are available to any angler who hooks and lands on sporting tackle a fish meeting the qualifying minimum weight listed for the state wherein the fish is caught.

The angler submitting each qualifying entry will receive a handsome parchment Distinguished Angler's Award and an embroidered arm patch. After the first of each year, the angler submitting the previous year's "Best in State" of each species will receive a silver Sports Afield Sport Fish Pin and a Certificate of Merit — and recipient's name will be listed in Sports Afield Fishing Special and Bass Special Magazines.

Award Rules

1. Fish must be caught on sporting tackle, hooked and landed by entrant.
2. Fish must be entered for state where it is caught.
3. All aspects of catch must conform to state laws.
4. How to measure: Close fish's mouth and measure from tip of jaw to tip of tail; this is the length. For girth, measure around fish at thickest portion.
5. How to weigh: Fish must be weighed on accurate scale which will be subject to verification at any time.
6. Fish must be entered within 60 days after being caught. Entries received after December 31 will be entered in following year's program.
7. Do not send entry without a clear side-view photograph of fish, which becomes property of Sports Afield.
8. How to enter: (1) Have fish weighed, measured and entered at any Official Sports Afield Awards Dealer Station, or (2) If no such station is available, have fish weighed and measured in presence of two witnesses who sign official entry blank or facsimile.
9. *Special Awards:* No minimums or species are listed for waters other than those of the 50 United States. However, entries of fish from other areas are welcome and will be awarded certificates based on their comparative merits.

In case of tie, duplicated awards will be made. Decisions of the Editors of Sports Afield are final.

Special Note: Mail entry and photograph to — Homer Circle
Sports Afield Awards Program, P.O. Box 627, Ocala, Florida 32678

**Gentlemen — I hereby swear the following details are true to the best of my ability
to determine and that I have conformed to the rules set forth in this entry form.**

Entrant's Name _____ (As you want on Award) Age _____

Full Mailing Address _____
Number & Street _____ City _____ State _____ Zip _____

Species of Fish _____ Weight _____
(Pounds) (Ounces)

Length _____ Girth _____ Date Caught _____ Time _____ ☐ AM or ☐ PM

Where Caught _____ County _____ State _____

Weather: ☐ Rainy ☐ Overcast ☐ Clear ☐ Windy ☐ Calm ☐ Temperature _____

How Caught: ☐ Artificial Lure ☐ Natural Bait Fish Released Alive? ☐ Yes ☐ No

Kind of Reel Used: ☐ Levelwind Casting ☐ Closed Face Spinning ☐ Open Face Spinning ☐ Stillfishing ☐ Ice

Method: ☐ Baitcasting ☐ Spincasting ☐ Spinning ☐ Flyfishing ☐ Trolling ☐ Surfcasting ☐ Stillfishing ☐ Ice

Brand: Rod Name _____ Reel Name _____

MEPPS LURE USED _____ Line Name and Test _____

Boat Make and Length _____ Motor Make and Horsepower _____

Camera Make and Model _____ Film and Speed _____

VERIFICATION (1) Name of Official Awards Station and Verifying Signature _____

Or, (2) Signatures and Addresses of Two Witnesses _____

I consent to the use of my name and photo in connection with the Sports Afield Fishing Awards Program.

Entrant's Signature _____

Special Note — Mail Entry & Photograph To: HOMER CIRCLE • SPORTS AFIELD AWARDS PROGRAM • P.O. BOX 627 • OCALA, FL 32670



ANGLER AWARDS

Records

It's easy and fun to enter Mepps Angler Awards Program.

1. Just fill out one of the Angler Award Applications found at the bottom of the order blank in the center of the Guide and send it to us along with a photo of your Mepps catch. You will receive a chevron and certificate for each qualifying entry (weight requirements listed below), plus a Mepps Trophy Fish Award patch for your first entry. You can enter as many different qualifying species as you'd like, or continue entering the same species of fish, as long as each entry is larger than the previous one.
2. After you've caught four different qualifying species of fish, you'll become a *Mepps Master Angler*. This is a "grand slam" and quite an honor.
3. The ultimate! After you've caught ten different qualifying species, you'll earn one of the highest awards in fishing — the *Mepps Expert Fisherman* award. To get started, send a photo of your next qualifying Mepps catch, along with a completed application to: **T. Layton Shepherd, 626 Center Street, Dept. 1088, Antigo, Wisconsin 54409-2496.**

Remember — To be eligible for Mepps Awards, your fish:

- a) must be caught on a Mepps spinner or spoon;
- b) must meet the qualifying weights shown on the species list below;
- c) must be entered within one year of the date on which it was caught.

Photos will not be returned unless requested.

ENTER YOUR FISH NOW

Largemouth (Black) Bass	3 lb.
Smallmouth Bass	2 lb.
White Bass	2 lb.
Rock Bass	1 lb.
Black or White Crappie	1 lb.
Bluegill (Bream)	1 lb.
Sunfish (Shellcracker)	1 lb.
White or Yellow Perch	1 lb.
Walleye	3 lb.
Pickereel	2 lb.
Northern	4 lb.
Musky	10 lb.
Brook Trout	1 lb.
Brown Trout	2 lb.
Rainbow Trout	2 lb.
Cutthroat Trout	2 lb.
Palomino Trout	2 lb.
Steelhead	4 lb.
Grayling	1½ lb.
Dolly Varden Trout	8 lb.
Lake Trout	8 lb.
Chinook (King) Salmon	15 lb.
Coho (Silver) Salmon	8 lb.
Pink Salmon	5 lb.
Red (Sockeye) Salmon	8 lb.
Chum Salmon	10 lb.
Kokanee Salmon	2 lb.
Ouananiche (Landlocked Salmon)	5 lb.
Atlantic Salmon	10 lb.
Striped Bass	10 lb.
Bluefish	6 lb.
Weakfish or Seatrout	4 lb.
Sea Bass	3 lb.
Carp	10 lb.
Channel Catfish	10 lb.
Blue Catfish	25 lb.
Mackerel	1 lb.

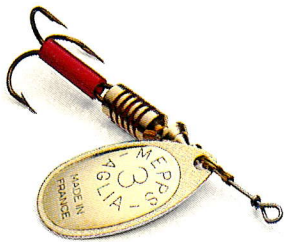


Freshwater Species	Weight Lb-Oz	Year	Angler
Brook Trout	10-7	1966	John Hark
Brown Trout	44-6	1984	A. Savio
**Tiger Trout	10-0	1974	Charles Mattek
Rainbow Trout	29-6	1973	Walter Kimzey
**Steelhead	25-0	1971	Bob Aurand
Golden Fin Trout	1-6	1967	Todd Sheldon
Dolly Varden Trout	16-4	1972	Mike Sheldon
Cutthroat Trout	11-1	1978	Richard Howell
Lake Trout	64-8	1970	Stanley Strasberg
Golden Trout	5-1	1967	Fred Clough
**Arctic Grayling	5-15	1967	Jeanne Branson
Arctic Char	24-8	1978	Ruby Goodrich
Chinook (King) Salmon	80-4	1987	Fred Champlin
Coho (Silver) Salmon	30-8	1971	George Adema
Chum Salmon	14-4	1987	Lawrence Hudnall
Red Salmon	15-6	1978	Christopher M. Batin
Landlocked Salmon	11-2	1968	Paul G. Levine
Pink Salmon	10-14	1976	Christopher M. Batin
Kokanee	5-12	1978	Dorothy Van Dyk
Sheefish	53-0	1986	Lawrence Hudnall
**Walleye	25-0	1985	Martin Frame
**Saugeye (Sauger)	7-3	1982	Dave Hendrickson
Northern Pike	49-8	1973	Georg Loof
Musky	55-11	1963	Sam Finsky
Tiger Musky	38-0	1973	Gary Caskey
Chain Pickerel	7-14	1984	John J. Hanf
Redfin Pickerel	0-14	1980	Reese J. Taylor
Largemouth Bass	18-2	1973	Milledge Seigler
Smallmouth Bass	9-4½	1974	Woodie Mack Gibson
Striped Bass	46-10	1979	John Abner
**White Bass	5-5	1972	Norman Mize
Yellow Bass	1-2½	1971	Jeff Senn
**Rock Bass	2-2	1971	Richard M. Barta
American/White Shad	8-1	1971	Jim Revelle
Freshwater Drum	16-4	1976	Jim Miller
Rocky Mt. Whitefish	3-0	1967	David H. Smith
Bluegill	3-4	1972	Harry Mewborn
**Redear Sunfish	4-8	1970	Gene Ball
**Redbreast Sunfish	2-0	1975	Donald Turner
Yellow Perch	4-6	1973	Madame Vuarnoz
**White Perch	6-7	1987	Randy White
**Warmouth	2-0	1974	Carlton Robbins
Black Crappie	4-2½	1983	Suzanne N. Hanson
White Crappie	4-0	1968	Robert L. Stevenson
Channel Catfish	33-3	1981	Howard Hudson
Blue Catfish	35-0	1987	Wendol Nugent
Bowfin	14-0	1981	Michael Miller
Buffalo	34-0	1977	T.E. Ascherbranner
Carp	44-0	1970	Jean E. Ward
**Smallmouth Buffalo	22-½	1973	Greg Hougelin
**Lake Whitefish	13-12	1983	Richard E. Jonas
Lake Sturgeon	168-0	1982	Ed Paszkowski
**Fallfish	3-12	1986	Wayne Morey, Sr.
American Eel	3-7½	1972	Robert E. Bessette
Saltwater Species	Weight Lb-Oz	Year	Angler
Channel Bass/Red Drum	72-9	1977	Jim Revelle
Bluefish	20-0	1978	John Mullin
Snook	26-9	1976	Robert A. Hiatt
Bonito	18-10	1973	Heinz Rembold
Jack Crevalle	4-4	1974	Jay Wright, Jr.
Skipjack Tuna	6-0	1974	Frank C. Johnson
Pompano	4-4	1976	Ralph C. Elkin
Seatrout (Weakfish)	16-11½	1980	George Hoffman, Jr.
Striped Bass	34-8	1977	Joseph Frank
Tarpon	80-0	1972	Todd Sheldon
**Pacific Halibut	35-11	1970	John Smart
King Mackerel	42-8	1978	Jim Lentini
Black Drum	71-8	1979	George C. Phillips
Roosterfish	12-6	1975	Harry Bonner
Barracuda	48-0	1978	Jimmy Houston
Halibut	240-0	1982	Dan Peckham

**Past or Present World Record

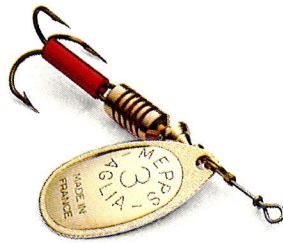
**Award Application on
Order Blank in
Center of Book.
(You Need Not Order to Enter)**

Nobody's Perfect.



1975

Winners
23 - Mepps
10 - Rapala
5 - Daredevil
5 - Wooly Worm



1976

Winners
38 - Mepps
7 - Rapala
5 - Rebel
5 - Wooly Worm



1977

Winners
32 - Mepps
17 - Rapala
9 - Teeny Nymph
5 - Daredevil



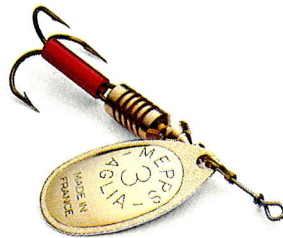
1978

Winners
24 - Rapala
23 - Mepps
14 - Rebel
5 - Daredevil



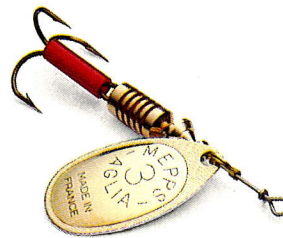
1979

Winners
24 - Mepps
15 - Rapala
9 - Rebel
4 - Mister Twister



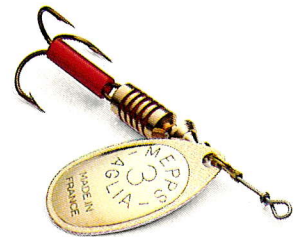
1980

Winners
32 - Mepps
19 - Rebel
11 - Rapala
5 - Mister Twister



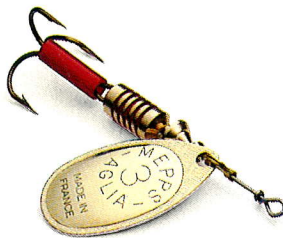
1981

Winners
37 - Mepps
13 - Rapala
7 - Bomber
4 - Mister Twister



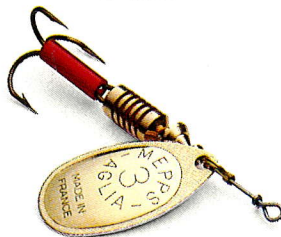
1982

Winners
46 - Mepps
15 - Rapala
10 - Rebel
6 - Bomber



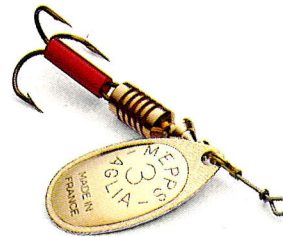
1983

Winners
29 - Mepps
17 - Mister Twister
14 - Rebel
10 - Rapala



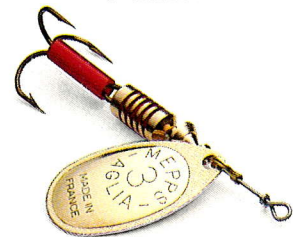
1984

Winners
34 - Mepps
17 - Rapala
9 - Rebel
5 - Mister Twister



1985

Winners
52 - Mepps
20 - Rapala
13 - Mister Twister
9 - Rebel



1986

Winners
33 - Mepps
18 - Rapala
5 - Mister Twister
5 - Bomber

We repeat. Mepps, the world's number one lure, has caught more record fish in *Field & Stream* and *Sports Afield* annual contests than any other lure. In fact, no other spinner has ever made the top four. □ Surprised? Probably not. You already know Mepps catches more big fish of all kinds. □ Imitations can't match Mepps' action, quality or fish catchin' history. □ So, what about '78? Well, nobody's perfect. But we sure come close.

Mepps®

Sheldons' Inc.

626 Center Street, Antigo, Wisconsin 54409-2496
(715)623-2382 -- FAX (715)623-3001

SHELDONS', INC.
626 Center St., Dept. 1088
Antigo, Wis. 54409-2496
715/623-2382

FAX - 715/623-3001

BULK RATE
U.S. Postage
PAID
Sheldons', Inc.

Please Deliver to Current Resident

Sometimes we think a whole lot of people are chuckling at us behind our back. After all, no one else buys squirrel tails...we're the only one. Yet, we learned a long time ago that there's absolutely no substitute for natural squirrel tail or bucktail dressings.

While it's true that Mepps built its fish catching reputation on the water, it's also true this same reputation has endured for almost five decades because of our uncompromising commitment to quality.

So, Mepps will continue to ask hunters to recycle squirrel tails. We'll ignore the chuckles, and we'll keep on **setting** records year after year.

BEST PRICES PAID

For all good quality tails we pay the following:

***Grey, Fox & Black Squirrel Tails**

under 100 - 12¢ each
over 100 - 15¢ each
over 500 - 17¢ each
over 1000 - 18¢ each

Red Squirrel Tails

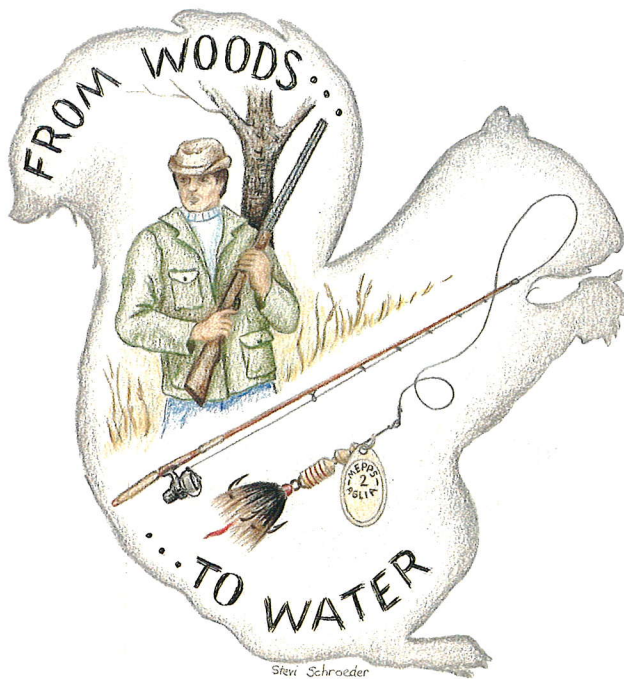
under 100 - 6¢ each
over 100 - 7¢ each
over 500 - 8¢ each
over 1000 - 9¢ each

*Additional 3¢ each for premium quality tails.

Shipping refunded for over 50 squirrel tails.

Ship by UPS or Surface Parcel Post **only**. No refund on First Class charges or insurance.

There's no substitute for natural squirrel tail!



Exchange for SPINNERS

Double the cash value of your tails is allowed when they are exchanged for Mepps spinners from our catalog. Please give us stock numbers of items you want when sending the tails.

CARE & HANDLING

1. **Tails are best on squirrels taken after October 1.**
2. **Do not remove bone from the tail.** We prefer to have the bone left in the tail, although we will buy them without it at a reduced price. Split tails are of no value.
3. **Salt butt end of tail generously.** Use either dry salt or dip in a strong salt water solution.
4. **Be sure tail is straight before drying.** Tails that dry in a curled position cannot be used.
5. **Keep away from flies.** Best storage is in a deep freeze. Don't send tails which have been exposed to flies.
6. **Do not put tails in a plastic bag for storage or shipment.** They could heat up and spoil.
7. **The best time to ship is during the cold months, (Dec., Jan., Feb., Mar., Apr.) although dried squirrel tails may be shipped anytime.**
8. **Put your count and name and address inside each package.**



The American Home of Mepps

Mepps is located on the north side of Antigo, Wisconsin (just off U.S. 45 North on Center Street). See how the world's number one lure is made. Take a guided tour. We have a trophy room you won't want to miss.

Guided Tours

Tours are available Monday thru Thursday. January-April, tour hours are 10:15 A.M. and 2:00 P.M. May-December, tours are held mornings at 9:15, 10:15 and 11:15; in the afternoon tour hours are 1:30 and 2:30. All tours take approximately one-half hour. Groups of 10 or more people, please call ahead...715/623-2382.